

MARCH 1961

THE Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT



► Detailed report on the AIL convention

► ARF suggestions for improving distribution

► Why Holland dropped centralized shirt folding

► How to mix merchandising with service

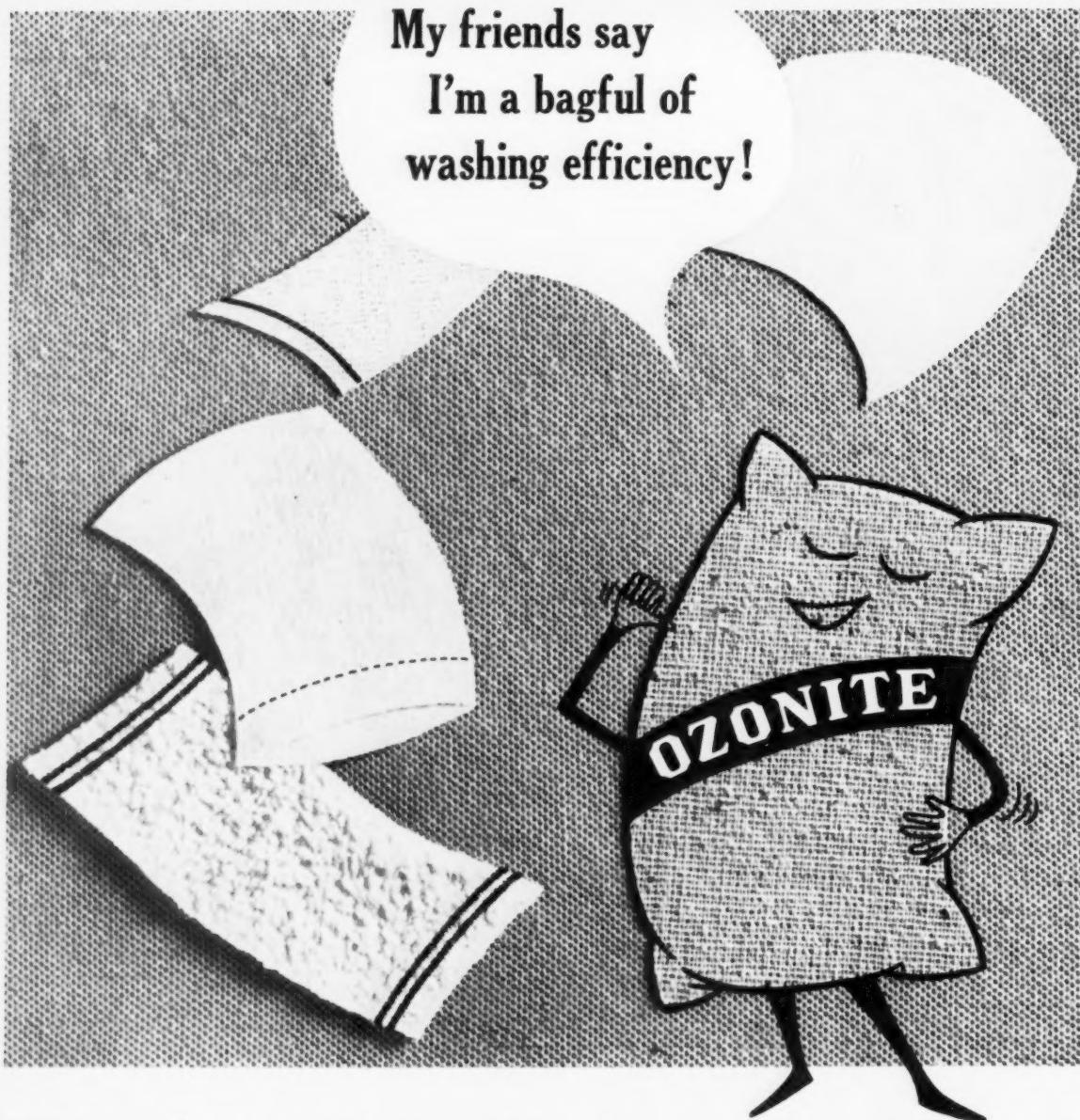
► "Shopping center sites are best"—Royce-Superior

► Three ways to become more efficient

► Is truck leasing a good deal?

► What's in store for LSAA'S Miami show

My friends say
I'm a bagful of
washing efficiency!



It's true! **OZONITE** is the complete detergent
that gives you better results at lower cost!

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkaline builders made the special Ozonite way that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:



PROCTER & GAMBLE, Manager, Bulk Soap Department, P. O. Box 599, Cincinnati 1, Ohio



Want to increase your laundry capacity more than 40%

Use the new CISSELL COMPACT DRYER!

With this new smaller, slimmer dryer, you can now install 10 dryers in the same floor space required by 7 standard size dryers. You can serve 40% more customers, without increasing laundry size.

The new Cissell Gas-Fired Compact gives you big dryer performance, yet is lower in initial cost, lower in operating cost. It has a 25-pound dry weight capacity and is especially constructed to dolly easily through a 29" door opening.

Some of its many Cissell-engineered features are: Hi-Lo Temperature Control, no-sag, no-snag basket, temperature limiting thermostat, separate motors for fan and basket and Cissell-built gear reducer. And that's just the beginning. Consult Your Jobber for information about this brand-new product.
W. M. Cissell Mfg. Co., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

CISSELL



Save on multi-stop routes with 1961 **FORD ECONOLINE VAN**

**SAVE AS MUCH AS \$433 ON PRICE*...
AND GET UP TO 39% MORE LOADSPACE**

You wouldn't know it from the way it looks, loads or hauls, but this revolutionary van is America's lowest-priced* van. It's actually priced \$308 below the other American cab-forward economy van and as much as \$433 below conventional $\frac{1}{2}$ -ton panels. But that's just the beginning! You get lively performance and proven gas economy with the popular Falcon Six. This modern engine goes 4,000 miles between oil changes; has an aluminized muffler which lasts up to three times longer than ordinary mufflers.

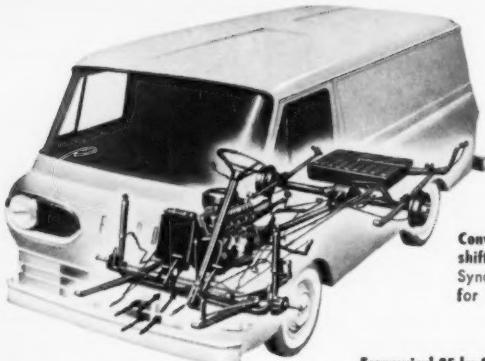
And you can save more because there's up to 39% more loadspace than in $\frac{1}{2}$ -ton panel models—a huge 204.4 cubic feet! The cargo floor is flat with no rear engine hump or steps. And advanced, functional design cuts dead weight . . . makes possible the tremendous

cargo area in a short 168.4-inch over-all length. The 90-inch wheelbase provides outstanding maneuverability for easy handling in congested traffic and quick parking. Large double doors, both rear and curbside, provide a loading width of 49.4 inches (47.8 inches in height) for excellent rear and curbside load accessibility.

And you can save on maintenance expense, too. The engine cover can be lifted quickly, exposing the entire engine for rapid service. Spark plugs, distributor, etc., are conveniently located to speed engine tune-ups. And many major repairs can be made without ever removing the engine. Single-unit van design gives a tight, sound, all-steel body that protects your loads in fine style. In addition all main underbody structural members are heavily zinc-coated to resist rust and corrosion.

*Based on a comparison of latest available manufacturers' suggested retail delivered prices



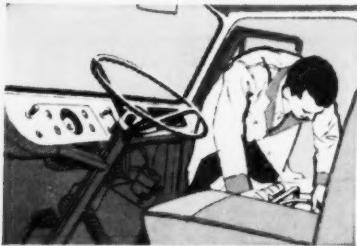


I-Beam front axle and long leaf springs provide a comfortable ride and reduce tire wear.

Direct-acting, telescopic shock absorbers are standard front and rear for a softer ride.

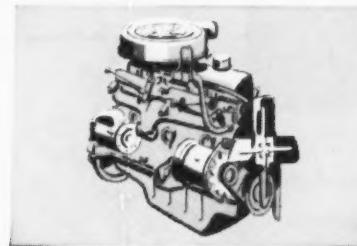
Convenient steering column shift lever controls 3-speed Synchro-Silent transmission for easy manual operation

Economical 85-hp Six engine lowers operating costs on multi-stop routes. And its "up front" location means more efficient cooling for longer engine life



**SAVE WITH
LESS MAINTENANCE EXPENSE**

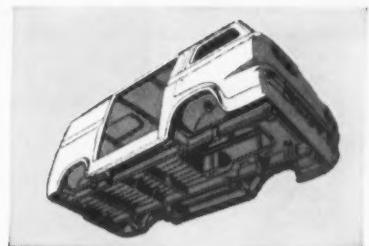
Maximum engine accessibility cuts maintenance costs. The engine cover can be quickly lifted, exposing the engine for more rapid service. Even major repairs can be made without removing the engine.



**SAVE WITH
FALCON SIX ECONOMY**

You get proven economy and lively performance with this famous 85-hp Economy Six. And its up-front location means better engine cooling and better vehicle performance. 4,000 miles between oil changes.

The smart, new Falcon Sedan Delivery is priced* as much as \$300 below conventional $\frac{1}{2}$ -ton panels. And you save with low "Falcon" operating costs in a vehicle that provides a big 76.2 cubic feet of loadspace. It's a real beauty for delivery service.



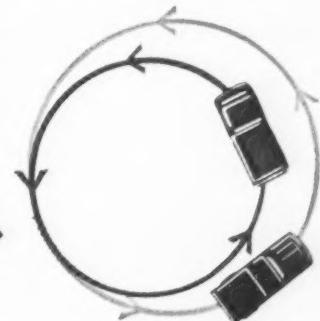
**SAVE WITH
GALVANIZED PROTECTION**

The Econoline Van is well protected against rust and corrosion for longer body life. All main underbody structural members are heavily zinc-coated to resist rust, for greater durability and less maintenance.



UP TO 39% MORE LOADSPACE than in conventional $\frac{1}{2}$ -ton panels. Your cargo rides high, wide and handsome in the Econoline Van. The load area is over 54 inches high and 65 inches wide (over 4 feet between the wheelhousings). The length is 89.3 inches from rear of engine compartment to the rear door (106 inches from rear of seat and 143 inches from firewall). Total loadspace is a big 204.4 cubic feet!

BETTER MANEUVERABILITY with cab-forward design and short 90-inch wheelbase. The Econoline Van has the shortest turning diameter of any comparable vehicle! It's $4\frac{1}{2}$ ft. shorter than other cab-forward economy vehicles and up to $6\frac{1}{2}$ ft. shorter than conventional $\frac{1}{2}$ -ton panels!

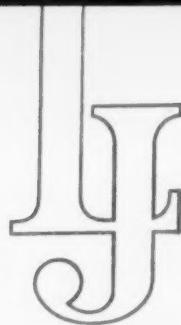


FORD TRUCKS COST LESS

YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE...

FORD DIVISION, *Ford Motor Company*.





READER'S GUIDE

THE LAUNDRY JOURNAL

VOL. 68, NO. 3 MARCH, 1961

Founded in 1893 as Starchroom Laundry Journal



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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Changes of address should reach us one month in advance.



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From the widest selection
of nylon nets
on the market

Gibraltar's BIG

ONLY GIBRALTAR NYLON NETS GIVE ALL THESE FEATURES!

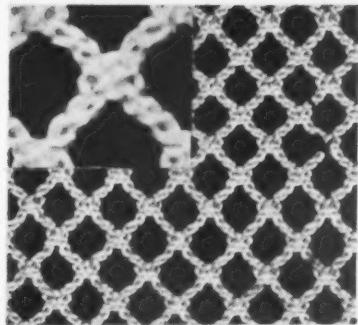
- High-quality yarn and workmanship throughout
- All seams guaranteed never to open; sewn twice with bleach-resistant nylon thread
- Chrome-dyed colors: red, blue, green, gold, black, brown, violet, orange, white. Guaranteed never to fade or bleed
- All nets pre-shrunk and heat-set.

All Gibraltar nets are knitted, finished, dyed and sewn in our own plant

GIBRALTAR
FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

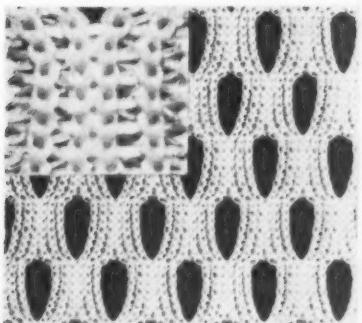
Gibraltar products are sold by leading distributors everywhere



GRANITE

it grows with the load

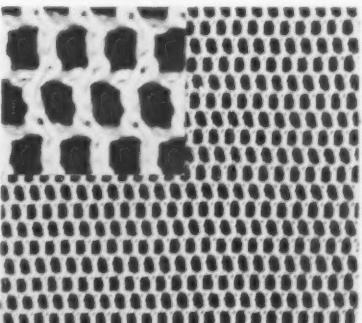
- five-bar construction
- 7½ lbs. per doz. 24x36 size
- 60% tire-cord nylon reinforced with 40% 260 denier
- open mesh
- lock knitted throughout
- white or solid colors



GOVERNOR

ultimate in bleach resistance

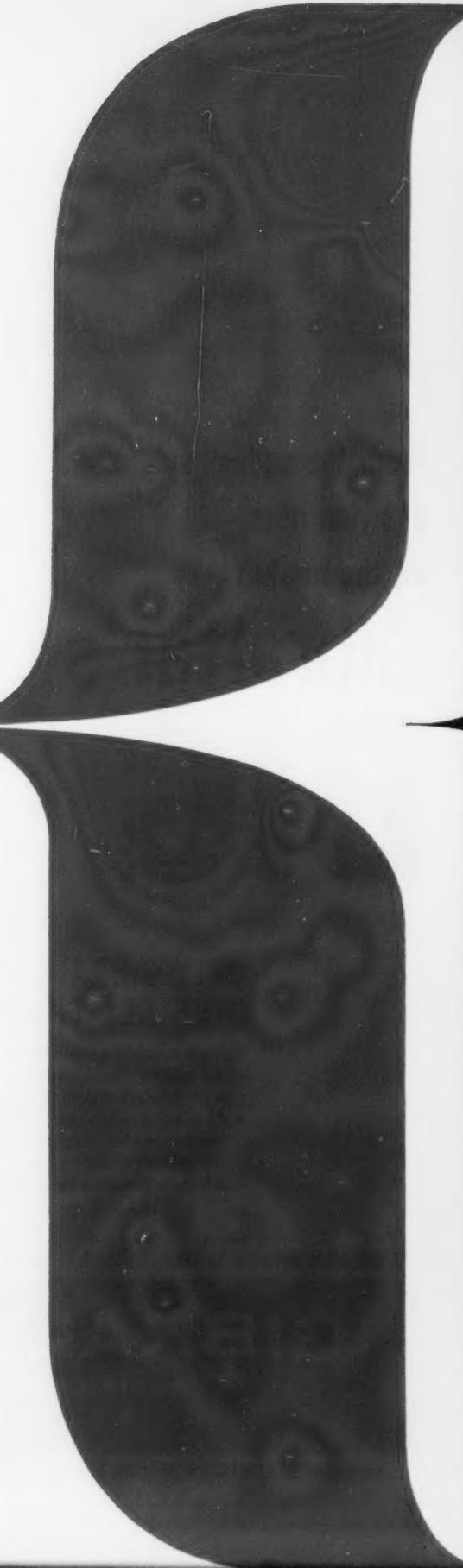
- three-bar body; five-bar top
- all 260 denier for bleach resistance
- open mesh
- lock knitted throughout
- white, solid colors, colored tops, colored stripes
- ideal for plants which overbleach nets



IRONSIDE

best in close-mesh nets

- two-bar, close-knit construction
- 6¼ lbs. per doz. 24x36 size
- run-resistant
- Granite top for fast, easy, permanent pinning



**WHETHER YOUR
WEEKLY
SHIRT VOLUME
IS
500
OR
5000**

**ONLY
AMERICAN
HAS
SINGLE-BUCK/DOUBLE-BUCK
FLEXIBILITY
TO
SUPPLY YOUR
PRODUCTION
NEEDS**

American
Single-Buck
FORMATIC®
Shirt
Unit



Only American gives you no-axe-to-grind solutions to *all* production problems.

Let's face it. Everybody's volume requirements, present and anticipated, peaks and lows, are not the same. Only American has the equipment range to meet a wide variety of production needs and adjust to the demands. The American representative will analyze your production problems, your volume requirements, and then recommend the equipment which is best for *your specific situation*.

For your most efficient operation, he may recommend the flexible Single-Buck FORMATIC, operating with 1, 1½, or 2 girls—or the high production Double-Buck FORMATIC with either 2 or 3 operators, depending upon your volume.

Both the Single-Buck and the Double-Buck FORMATIC Units are efficiently engineered and work-flow designed to give consistent top production per operator hour and unmatched quality finishing, with minimum labor costs and smallest possible floor space.

So, if you want straight answers to questions which spell the difference between profits and headaches—call your American representative, or write direct to American and we'll see that you are served.

American Double-Buck FORMATIC® Shirt Unit



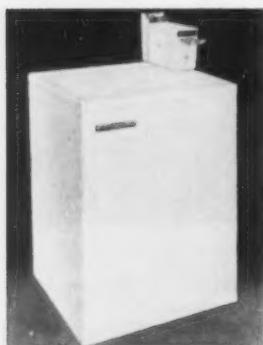
You get more from

American

American Laundry Machinery Industries, Cincinnati 12, Ohio

NEW products and literature

For further information or literature, write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



NEW COIN-OP WASHERS

Two new GE Filter-Flo® automatic washers with 12-pound capacity and a matching drier are designed for coin-op use. The Model WC-474V, shown, features push-buttons for four choices of wash and rinse water and 25½-minute washing cycle. Both models feature a newly designed spiral Activator® and perforated washbasket, driven by a more powerful motor. The washers and drier have been restyled to standard counter depth of 25 inches.

Home Laundry Department, Major Appliance Division, General Electric, Appliance Park, Louisville, Ky.



NEW SPRAY SPOTTER

Streetex, a new water-white, nonflammable, odorless spray spotter, is said to provide a clear 1-4 spray solution for faster penetration into soiled areas. Streetex comes in a new lightweight shatterproof polyethylene gallon bottle or in 15-gallon drums.

R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.



LAUNDRYMAN'S STAIN CHART

The Laundryman's Stain Removal Check-Chart lists 37 different types of common stains and suggests the best GO line of stain remover to use, plus the proper procedure. The other side of the chart gives four different procedures to strip dyestained loads in the wheel.

A. L. Wilson Chemical Co., 1050 Harrison Ave., Kearny, N. J.



PLAID TABLE LINENS

Plaid tablecloths with napkins in matching plaids or harmonizing solid colors are now available to linen suppliers. All are guaranteed colorfast, carry the American Institute of Laundering's Seal of Approval.

Art Textile Corp., 1405 Walnut St., Highland, Ill.



MARKER-PATCHER

Patch-O-Print is convertible from a permanent property-marking machine to a heat-seal patching machine. Patches of

various sizes and tapes of various widths are supplied in fabrics and colors most commonly used.

Textile Marking Machine Co., Inc., 2204 Erie Blvd., Syracuse, N. Y.

COIN-OP SPOTTING AID

Solupak's Model SC-60 vendor dispenses Spot-Conditioner for removing stains before coin-op drycleaning. The spotting agent contains soap, water and solvent, for removing water- and solvent-soluble stains, in a plastic squeeze bottle. The vending machine has a baked-enamel finish, slugproof coin mechanism.

Solupak Company, 5727 W. 36th St., Minneapolis 16, Minn.



ECONOMY TOPPERS

The Economist is a fully automatic steam-air topper, designed to save space by being mounted on the wall, suspended from the ceiling, clamped to the floor or used on its standard metal base. Another model, the Topper-Matic Econo-Matic, features an automatic steam selector switch. Electrically heated grid plates in this model shorten drying time.

P & H Industries, Inc., 2746 Seelco St., Dallas, Tex.



COIN-OP HEATER

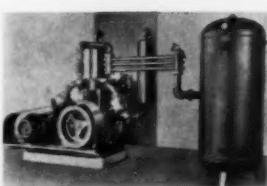
Tex-Co hot water heater for coin-ops comes in five sizes, is built to ASME standards. The pilot and main gas valve have a 100 percent safety cutoff. The self-contained unit needs no outside source of electricity to operate the controls. Twin balanced thermostats control temperature.

Fitch Distributing Company, P. O. Box 13201, Fort Worth, Tex.



COMPRESSOR ACCESSORY LINE

Factory-furnished accessories intended for Le Roi S2 compressors in 25, 50, 75 or 100 hp. or other type air systems already in operation come in two groups: factory or customer-installed, or customer-installed. A third group of line starters and





when you use METSO SILICATE ALKALIES

EASY-TO-USE METSO SILICATE ALKALIES FOR THE LAUNDRY INDUSTRY:

METSO ANHYDROUS, sodium metasilicate, anhydrous

METSO GRANULAR, sodium metasilicate, pentahydrate

METSO 99, sodium sesquisilicate, hydrated

METSO 200, sodium orthosilicate, concentrated

Leading laundries set up their formulas with Metso in the break and in the suds operations. Wash wheel attendants can follow them easily, day in and day out. There is less supervision needed and better quality is assured. You can count on Metso to deliver whiter whites and brighter colors.

Call your Metso distributor for a supply of convenient wall posters for filling in your formulas. Get as many as you need for all classifications. No charge.



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1831-1961

PHILADELPHIA QUARTZ COMPANY

1160 Public Ledger Building • Philadelphia 6, Pennsylvania

manufacturers of

METSO SILICATES

Associates: Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Ltd., Toronto & Valleyfield, Can.

Trademarks Reg. U.S. Pat. Off.

9 PLANTS • DISTRIBUTORS IN OVER 85 CITIES IN THE U.S.A. & CANADA

time delay relay switches is customer-installed.

Le Roi Division, Westinghouse Air Brake Company, Sidney, Ohio.



STORAGE WATER HEATER

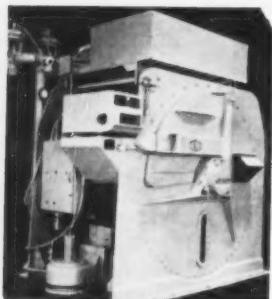
NiaWel Storage Water Heaters are covered in a new, illustrated, 8-page Bulletin 61. It covers complete specifications of 55 sizes in both vertical and horizontal models plus 114 sizes of removable U-tube heating elements.

Niagara Weldments Inc., 55 Portage Rd., Niagara Falls, N. Y.

LARGE WASHER-EXTRACTOR

This new 300-pound washer-extractor features high-speed two-stage extraction, a large convenient loading door and automatic supply injection. The machine requires only a 100 amp. electrical service for operation on 220 volt a.c.

Pellerin Milnor Corporation, P. O. Box 19264, New Orleans 19, La.



TRUCK WASH MACHINE

Model SD-100 Washing Unit is a 100-gallon truck washing machine. The machine has a $\frac{1}{2}$ hp. motor, comes complete with 50 feet of high-pressure hose; trigger-jet with 8-inch extension; bypass and suction lines with brass strainer, 15 feet of power cord.

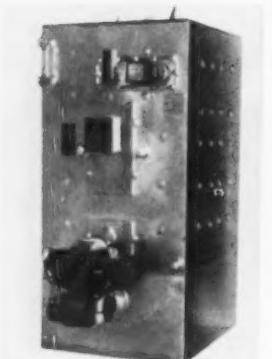
Edw. Livingston & Sons, Inc., 1735-41 Walnut St., Kansas City 8, Mo.



HEATER LINE ENLARGED

Two larger sizes of tankless indirect water heaters have been added to the Columbia line. The new units, fired by oil or gas, produce 740 and 1,350 g.p.h. at 100°F rise. Advantages cited include smaller size, quiet operation, reduced operating and maintenance costs.

Columbia Boiler Company of Pottstown, Box 230, Pottstown, Pa.



STREAMLINED DISPENSER

The new King-Vend Dispenser holds three LM products: Dry Bleach, Instant Starch, and Laundry Maid Controlled Suds Detergent, in either 5- or 10-cent packages. The machine features a new streamlined front.

The girl's there to remind us that this year is the 100th anniversary of the War Between the States.

Automatic Service and Supply Co., Inc., Box 7246, San Antonio, Tex.



FIRE-TUBE PACKAGE BOILER

Powermaster Positive Flow (Model PF) packaged automatic fire-tube boilers feature three-pass design with no tubes directly above or below the furnace. Burner and furnace are located on left at horizontal center line of boiler. Hinged front cover has quick-opening fasteners, hinged and divided rear cover provides separate seal for each section.

Orr & Sembower, Inc., Morgantown Rd., Reading, Pa.

FILTER-AID PROMOTION

"Fatty Acid" and "Dirty Solid" are starred in a mailing to laundryowners who also operate a drycleaning operation. An envelope and stuffer describe how these problems can be beaten with the help of Hyflo and Hysweet filter aids. A return postcard offers J-M's Drycleaner's Handbook and the National Institute of Drycleaning report on the use of Hysweet for control of free fatty acid build-up.

Johns-Manville, Celite Division, 22 E. 40th St., New York 16, N. Y.

PORTABLE COIN-OP

The Dixie Automat portable laundry building comes completely equipped, plumbed, wired and air-conditioned; only installation work required is a 10-by-50 foot concrete slab.

Equipment includes 16 GE washers, 5 dryers, hot water heating system, folding table, fluorescent lighting and exterior sign, fiber-glass insulation, double glass doors.

Dixie Automat, Inc., 1124 Houston St., P. O. Box 244, Montgomery 1, Ala.

BRIGHTENER BOOKLET

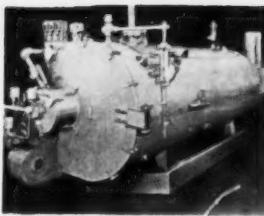
"What are the Considerations in Using Optical Brighteners?" is the newest data sheet in the Philadelphia Quartz series on washroom practice.

Philadelphia Quartz Company, 1158 Public Ledger Bldg., Philadelphia 6, Pa.

MOTHPROOF PROMOTION

A new promotion for Stamford Mothproofer includes two sets of two different-colored Da-Glo streamers ranging from 30 by 36 to 6 by 36 inches.

Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.



COMPRESSOR CATALOG

Catalog No. S85B illustrates and describes the entire new line of American air compressors. Included are tank-mounted compressors, both horizontal and vertical, base-plate units.

American Air Compressor Corporation, 48th and Lejour, North Bergen, N. J.

WASHER-EXTRACTOR BULLETIN

Technical Bulletin SB-141 on the Washex laundry washer-extractor includes a formula comparison chart for heavily soiled white work and a savings-in-washroom-labor chart.

Washex Machinery Corp., 192 Bunker St., Brooklyn 22, N. Y.

COIN-OP PACKAGE

The House of Kleen is a completely integrated self-service coin-op laundry and dry-cleaning plant. The package includes GE coin-operated laundry equipment, coin-operated cleaning equipment accessories.

The Prosperity Company, Division of Ward Industries, 701 Nichols Ave., Syracuse 1, N. Y.

ENGINE OPTIONS

Two new engine options for light and medium-duty trucks have been added to the General Motors line for '61. A 165 hp. "D" version of the 305-cubic-inch V-6 introduced last year is now optional in the $\frac{1}{2}$ to 2-ton range. The other option makes the 210 hp. 401 V-6 available, at extra cost.

GMC Truck & Coach Division, General Motors Corporation, 660 South Blvd. E., Pontiac 11, Mich.

Meet Problems of the "NEW FRONTIER"

Why Not Try This FREE SERVICE?

By Poke

There used to be a song, on almost everybody's lips entitled, "The Best Things In Life Are Free." Maybe it referred to things we take for granted like free sunshine, free air, free speech, etc.

But some people don't appreciate the value of something that's offered free. Maybe they're suspicious.

That's why I've sometimes thought of charging a fee for the free service I offer to everybody who inquires about my SAGER SPREADERS. I'm not trying to take the place of the Consulting Engineer whom you employ, or probably should employ, to solve your production problems, but I am a Registered Engineer and I do know something about flatwork laundering. The simple survey card I send to every inquirer, if properly filled out, will bring back to you the correct answers to many of your flatwork problems—and without obligation.

But you must fully cooperate. Unless you take the 15 to 30 minutes necessary to supply full and complete answers, I cannot help you. Some serious minded laundry operators make sketches for me of the flatwork finishing department. This helps.

I always try to remember to refer inquirers to users in their cities or nearby towns. THE SUN NEVER SETS ON SAGER SPREADERS. They are around the world. Even Alaska and Hawaii had SAGERS 10 years before becoming states.

"The Best Things (some of them) are FREE." Why not try this one?

M. A. (Poke) Pocock



M. A. Pocock

- ★ Cut Flatwork Costs
- ★ Speed Up Production with a SAGER SPREADER
- ★ More Sheets with Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

★ Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the

names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.

Read What These Users Say



A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

A West Coast Laundryowner Writes:

"Our spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N.E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____



CLINTON 5-L STARCH

**brings in the
bundle along with
his shirts**

(Brings you *PETAL-SMOOTH*
results at lower cost)

Starch shirts right, and they stimulate extra business. "Right" means with Clinton 5-L . . . the thrifty all-purpose starch for shirts, linens, aprons, wash dresses and other family bundle work. Clinton 5-L needs no costly additives. Just vary its concentration. This gives you a *petal-smooth* finish and correct body over a wide range of fabrics. Yet, Clinton 5-L costs less to buy—less to use. It's so carefully formulated every batch is uniformly excellent, waste-free. Cooks in 10 minutes after bringing to a rolling boil. Never builds up on presses or flatwork ironers, either. For fast, efficient family bundle production, nothing beats Clinton 5-L Starch. Try a sample on us.

CLINTON

MAY WE HELP? Our Technical Service Division will gladly advise on specific problems. Just write.

CLINTON CORN PROCESSING CO., CLINTON, IOWA



TarGo® is the all-in-one spotter for all types of oil-base stains

The most versatile spotter ever made — that's Wilson's TarGo. Favored by 2 generations of laundrymen because it saves productive labor time...flushes easily with tap water, eliminates need to rewash stained articles. TarGo's power-

ful deep-penetrating action removes marking and ball pen inks, permanent lipstick, plastic paint, ironed-in grease and other tough stains—protects tensile strength of linens because stains break up faster with far less rubbing.



TarGo comes in quarts, gallons and carboys
...order some today from your jobber

*Ask about Wilson's new Laundryman's
Stain Removal Kit . . . contains TarGo and five
other fine spotting aids.

**A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY**



are our only business



The issue in brief

The big show

AIL's 73rd annual convention attracts 500 to Philadelphia. Armour Research Foundation's report on laundry distribution practices reveals best plants are those that control operations closely. Reducing routemen responsibilities and enlarging store personnel jobs are among 11 recommendations given to improve distribution efficiency. Other highlights of program included panels on selling and home counselors' presentations on public relations.

Truck leasing

Rental trucks may be the answer to your distribution problem. But there are many factors—such as maintenance, size of fleet, location, etc.—to be considered if you are to make your decision wisely. Transportation expert Henry Jennings discusses these frankly to help you determine if leasing is really a good deal for you.

Quality control

The experiences of Holland Laundry's five-year-old Quality Control program proves quality can be improved substantially if you are willing to give it the time and money it deserves. You'll be interested in learning why this Philadelphia plant dropped the idea of centralized folding in its shirt department; its attitude towards repairs; its procedure for processing no-starch shirts, etc.

Merchandising laundry

Richard Lutts was in the merchandising field before he joined the sales department at Salem (Mass.) Laundry. In this article he reviews some fundamental merchandising techniques that can be used to sell our services.

Executive aid

Add to your personal file of stimulating ideas and daily problem solvers Ted Pollock's suggestions on how to give instructions; how to break bad habits by practicing them; and three tips that can make you more efficient.

Group action

Down in Greenville, South Carolina, a group of launderers and cleaners got together and put on a "live" exhibit at an Auto Show to improve their industry image. The moral here is that competitors can work together for their mutual benefit even in a relatively small community.

Drive-in drainage

If your parking area is subject to flooding in heavy rains or spring thaws, you'll be interested in Joseph McCabe's article which suggests ways to remedy the situation./Also tips on getting the most out of your fluorescent lamps.

Industry meetings

This month LJ brings you an advance schedule of next month's annual Linen Supply convention which will take place at Miami Beach./Also reports on Consolidated Laundries' tenth annual management conference and the recent Minnesota Institute of Launderers and Cleaners convention held at Minneapolis.



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Misty optics

Theodore Levitt's article "Marketing Myopia" (*Harvard Business Review*, July-August 1960) has been widely quoted from convention platforms in recent months and with due justification. It is a well-written piece containing much food for thought.

Briefly stated, his point is that managements are generally inclined to be short-sighted because they fail to recognize there is no such thing as a growth industry. They make the mistake of trying to sell the products and services they have instead of concentrating on giving the public what it wants.

By way of example, he indicated that the railroad industry is in sad straits today, because "it assumed itself to be in the *railroad* business rather than in the *transportation* business."

Another now classic example which he makes concerns Hollywood film makers who nearly went under with the advent of television. Those that survived, he says, were the ones who gradually became oriented to the fact that they were selling not just *movies* but *entertainment*.

The obvious assumption often drawn from this, although Mr. Levitt didn't make it, is that our industry errs, too, in restricting itself to *laundering* when it should be concerned with the broad area of *textile servicing*.

In a word, many interpret this to mean we should "diversify." And in part this is true; diversification is part of the answer. But further along in his article, Mr. Levitt makes specific mention of the drycleaning industry.

He says it is an industry in trouble. In trouble because it now has competition from synthetic fibers and chemical additives that have cut the need for drycleaning. "But this is only the beginning," he adds. "Lurking in the wings to make chemical drycleaning totally obsolescent is that powerful magician, ultrasonics."

You don't have to agree with Mr. Levitt that ultrasonics will replace chemical drycleaning. But it should be evident that the kind of "diversification" he is talking about is broader than our common industry definition of the term. In this case, he believes we should interest ourselves in areas that promise to make our present methods of doing business obsolete. It calls for far-reaching research rather than adding standard services to maintain the status quo. It means we should think more in terms of what the customer really wants instead of what we can sell him now.

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front and size of washer. (C/L washers ranging from 24" x 24" up to 66" x 170" are now in operation.) C/L washers are available with any desired degree of automation ranging up to completely automatic feeding of supplies. *Most important of all:* Only C/L gives you the famous 5-Year Guaranty on the important points listed below! These are C/L exclusives and most are patented!



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"The Fascinating Money-Saving Story of
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C/L 60" x 126" Pullman Slide-Out Washer with 6 compartments and 6 doors.
Double-end drive. Special low front design for rapid, effortless unloading into
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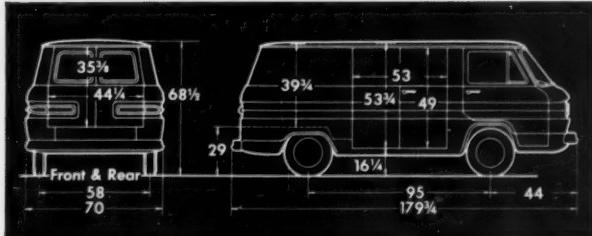
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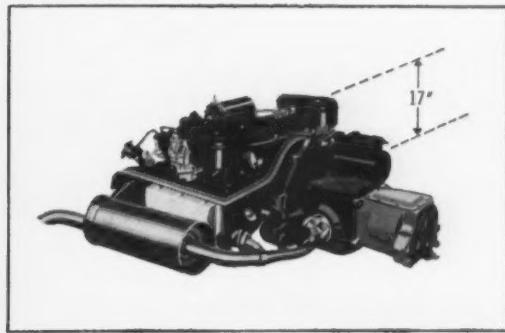


Measurably more load space than conventional half-tonners! Cargo area is almost 10 feet long, thanks to rear-engine design which eliminates the hood.

■ Size up a new Chevy Corvair 95 Corvan and you'll see scores of features and dimensions that measure up to a new standard of profit-producing performance. Look at the whopping-big load space, for instance, made possible by the efficient rear-engine no-hood design. Or check the nearly even weight distribution, front and rear, that enables a Corvan to carry up to 1,700 lbs. of payload with a 4,600-lb. GVW.

Note, too, the short 95-inch wheelbase that pays off in nimble maneuvering and easy parking. And, while you're at it, try Chevrolet's newest engine, Corvan's rear-mounted aluminum Turbo-Air 6. Feel its fleet power and don't forget that it never needs anti-freeze or radiator repairs! (Tucked between the rear wheels, it stays out of the way and stays on top of fuel costs, too.)

But above all, don't miss the *quality* that's been engineered into this new panel. It shows up everywhere, but particularly in the chassis and body construction. In the tough integral floor-frame assembly, in the smooth independent 4-wheel suspension, and in built-to-last features like the two-position metal



Corvan's rear-mounted "pancake" 6 measures only 17" high, top to bottom; it allows maximum load space in truck interior and lower loading height; and it packs plenty of power to boot!

door checks and sturdy double-walled doors.

For eye-opening evidence of Corvan's unmatched utility, take a tape with you when you visit your Chevrolet dealer's and measure these advantages for yourself:

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BIG SIDE DOUBLE DOORS. They open so wide that you can load a 4' x 4' crate with ease! (Right-side doors standard; left-side doors optional at extra cost.)

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HIGH INTERIOR. Interior height is a full 4 1/2 feet; that means more convenient cargo handling.

Your Chevrolet dealer can brief you fully on this new answer to more profitable deliveries, so see him soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

1961 CHEVROLET STURDI-BILT TRUCKS





Here are
THE
A.I.L. CONVENTION
HIGHLIGHTS . . . Distribution, sales



THE LAUNDRY JOURNAL



ABOVE: Sales promotion panel covers training, advertising, quality and merchandising at second day's session. Afternoons were devoted to touring NID's exhibit which this year attracted some 10,000 visitors in spite of blizzard

OPPOSITE PAGE, ABOVE: AIL directors stand for American and Canadian national anthems during opening-day session in Philadelphia. The very first national laundrymen's convention was held in this city in 1884

OPPOSITE PAGE, BELOW: AIL business sessions drew a packed house during the three-day program January 31 through February 2. Route store panelists (front row, left to right) Messrs. Hamilton, Allin, Friedgen and Vander May await introduction

by THE LAUNDRY JOURNAL STAFF

THE BUSINESS SESSIONS at the American Institute of Laundering's 73rd annual convention seemed to be particularly well attended this year, indicating plantowners' special interest in sales, which served as the theme of the meeting.

Approximately 500 persons registered for the three-day program which covered the general areas of distribution, sales techniques and public relations.

The setting for the affair was the Bellevue Stratford Hotel at Philadelphia, just before the National Institute of Drycleaning's annual convention and exhibit.

REPORT ON DISTRIBUTION

One feature of the program to which AIL members looked forward

and public relations absorb plantowners'

interest at 73rd meet



Image Makers (left to right) Margaret Curley, Catherine Carroll, Anne Sterling, Ruth Gottlieb and Claire White stole the show in the public relations segment of the program



AIL Alumni President Ray Martin (right) presents Fitch Memorial award to outstanding laundry student of the year Jerry Nickerson of Manhattan Laundry, Washington, D. C.

with particular interest was the report on the Armour Research Foundation's study on the possibilities for improving laundry distribution practices.

This study took one year in the making. The results were presented by George Isaacson, AIL's general manager, and George Guthrie, senior group project leader with the ARF.

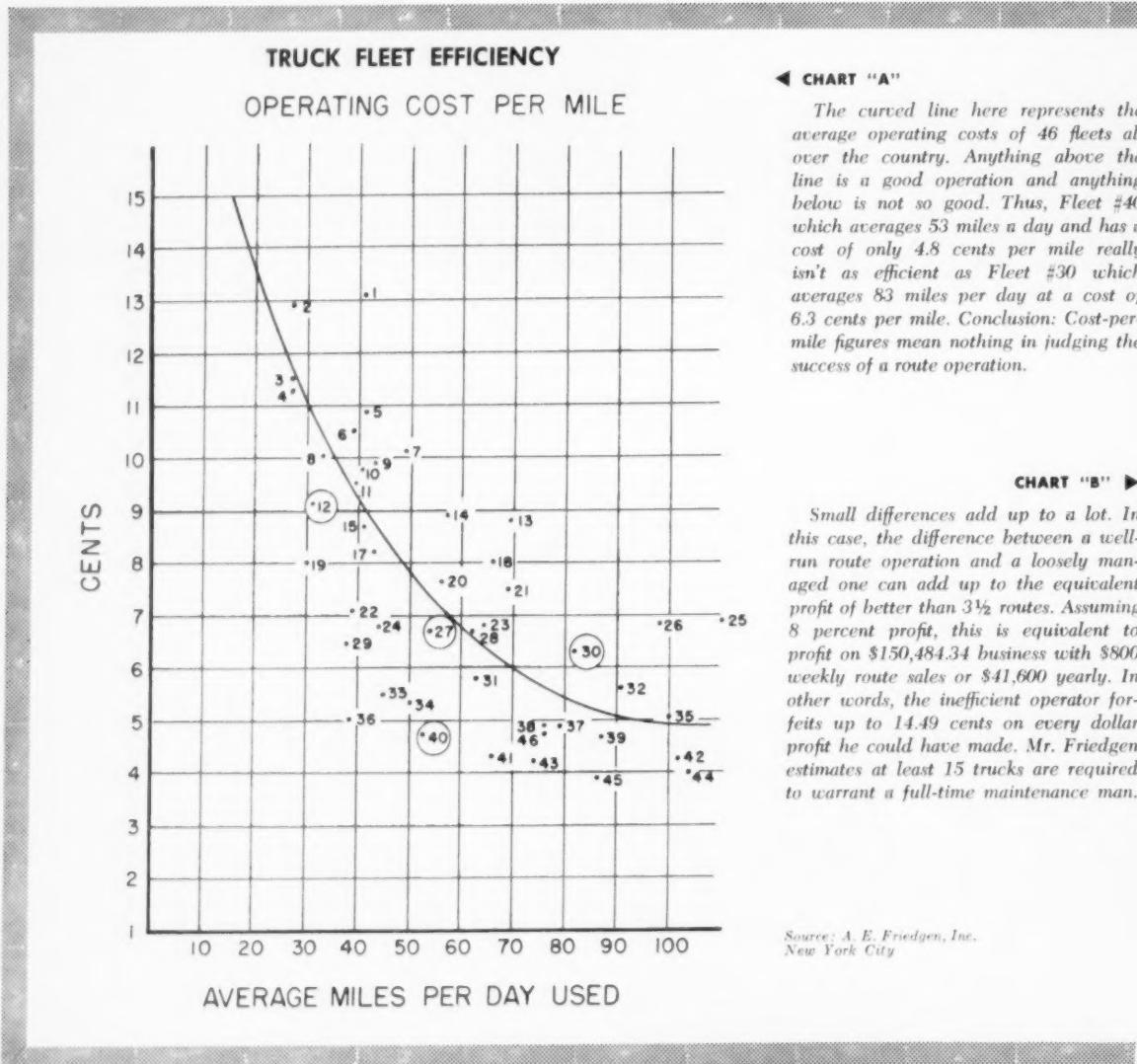
While this report was not as dramatic as others which had been given in past years, the facts presented will nevertheless be discussed and evaluated by plantowners everywhere for many months to come.

Generally speaking, there were three basic conclusions that could be drawn from this presentation:

- The plants having the most efficient and profitable distribution setups are the ones that have systems, controls and follow-up procedure.
- The route salesman's job needs to be simplified.
- Store personnel jobs need to be enlarged.

The study also pointed out that laundry managements are working against the grain in looking for candi-

A.I.L. Convention highlights—continued



dates who are good deliverymen as well as salesmen since the characteristics of each are, in many respects, incompatible. In other words, you can't expect a good driver to be a good salesman and vice versa. The suggestion here is to get a good driver and teach him the fundamentals of selling. But the basic task of business building should be left to management and/or professional sales solicitors.

The study further indicates that if some of the routemen's present duties were transferred to others, he could make from 75 up to 106 customer

stops in an eight-hour work day instead of the present average of 60.

During the course of this study, which embraced 50 varying sized plants across the country, several special distribution systems were studied; namely, the use of United Parcel Service and the use of routemen who provide their own trucks. Here are the conclusions that were drawn:

SPECIAL SYSTEMS UNSUITABLE

The use of United Parcel Service does not appear to be appropriate. United Parcel reports that it has con-

sidered laundry pickup-and-delivery service but decided against it because the types of packages handled by laundries are not compatible with the various merchandise items it now handles.

In the second system, the major disadvantage is the difficulty of finding the type of man who is willing to invest money in a truck, who is personable and creates a good image of the laundry in the customer's mind, and who would accept the risks incident to being in business for himself. ARF concludes that it is likely that this type of individual is more readily

Difference Between Good Versus Loose Operation

25 Routes Averaging 50 Miles Per Day

	DIFFERENCE PER YEAR	EQUIVALENT TO PROFIT ON	OTHER SOURCES OF WASTE
FUEL Difference of 3 Miles Per Gallon	\$1,750.00	\$800 Routes 8% Profit .53 Routes	Inventory Special Fuels Road Purchases
OIL Difference of 200 Miles Per Quart	318.75	.10 Routes	Inventory Special Oils Too Frequent Changes
SUNDRIES Difference of \$2.50 Per Month	750.00	.23 Routes	Dopes, No Record of Small Tool Supplies, Chains, Etc.
TIRES Difference Between 10,000 and 30,000 Mile Tire Life	1,707.50	.51 Routes	Inventory Substitution Specialty Tires
REPAIR PARTS Difference of \$13.33 Per Month	4,000.00	1.20 Routes	Accidents Gadgets Misappropriation
GARAGE WAGES Difference Between 12 Trucks and 15 Trucks Per Man	2,475.00	.74 Routes	Sending Work Out, Work on Other Than Company Cars
BODY REPAIR, PAINTING Difference Between 18 and 36 Month Paint Jobs	1,037.50	.31 Routes	Accidents
TOTAL	12,038.75	3.62 Routes	

found in a rural area or in an area where other available employment is extremely seasonal or irregular in nature.

The following specific steps were recommended as a means of improving the professional laundry distribution system:

- Managerial controls and accounting procedures should be established to identify revenues and costs for each route and store.
- The routeman's job scope should be narrowed by the elimination of incompatible functions.
- Routemen should be selected by a simple but definite procedure.
- A routeman can make more customer calls per day by following a systematic route layout and established procedures.
- He can make more customer calls if the time he spends in the plant is minimized.
- The routeman's compensation program can stimulate his productivity and improve morale.
- A routeman's attitude can and should be improved.
- Routemen can be used effectively in certain selling activities.

- Laundry store outlets should be utilized to the greatest possible extent.
- The store clerk's time can and should be used efficiently.
- The "creative" selling function should be divorced from the routeman's and store clerk's activities.

These recommendations are explained and other details given in AIL Special Report #261, entitled "First Armour Research Report on Laundry Distribution Practices." Another more detailed report is currently in the works.

Many of the points made in this study were corroborated by subsequent speakers.

ROUTE-STORE PANEL

Sell—or Else: Barney Vander May, Blue White Laundry, West New Brighton, New York, described his company's system for getting routemen to solicit 20 new accounts each week. Mr. Vander May's story was carried in last month's issue of THE LAUNDRY JOURNAL.

Shopping Centers: Bill Hamilton, Royce-Superior Laundry Co., Springfield, Massachusetts, believes a shopping-center location offers a better potential profit for our industry services than the average rented neighborhood location.

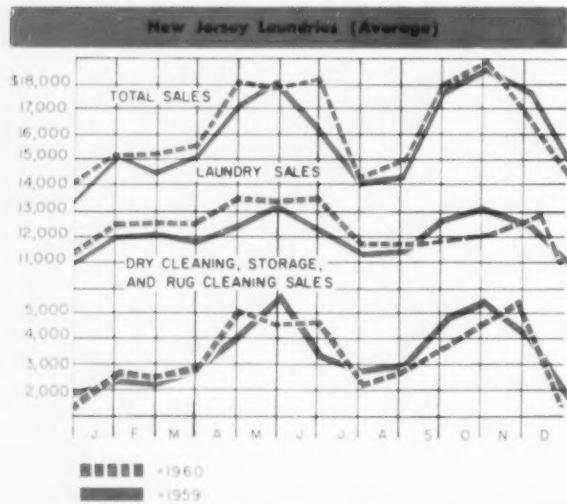
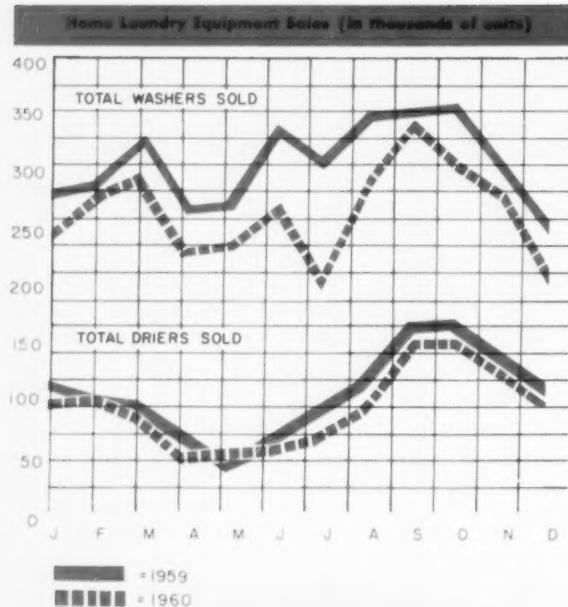
His company has nine store outlets—eight of which are located in modern medium-sized shopping centers. To use the store space most profitably, two are activated with drycleaning plants (which serve all the other stores as well) and five have coin-operated laundry facilities.

Saleswise, the revenue produced by each service at these nine locations breaks down as follows:

Professional drycleaning	45.0%
Professional laundry	30.0%
Coin-op laundry	23.5%
Shoe repair	1.5%
Total Sales	100.0%

(Royce-Superior has offered shoe repair service for the past two years because "it costs no more and brings

Continued on page 56



Sales Trends

HOW'S BUSINESS?

The experience of home laundry equipment manufacturers would seem to prove again that you cannot depend on population growth alone as stimulus for increased business activity.

In spite of constant population growth the manufacturers sold 559,165 fewer washer units in 1960 than they did during the year 1959. This represents a 15 percent decrease on this item alone. Drier sales were also down by 10 percent for the year.

The fact that 1959 was one of the industry's very best years is of small consolation now. Sales have been running behind for the past 14 months. The big question now is: How long will the slowdown last?

One large appliance house in Chicago has just announced plans to rent washers. It suggests: "Families that have had to use coin-operated laundry facilities can now rent a washer and have the convenience and privacy of doing their washing at home."

In New Jersey, business appeared to be headed for a fairly good month during December until the third week when a snowstorm brought all activity to a virtual standstill for several days. About 15 percent of the normal sales volume was lost that week, and about 10 percent was lost the following week.

Laundry sales fell off sharply, but some portion of this volume was recovered. Drycleaning fell off less sharply and there was no recovery.

Total dollar sales for laundry in 1960 were up less than 1 percent over 1959. Drycleaning sales were about even with last year.

Laundry business trends

New Jersey

- five weeks ended Dec. 31
- Laundry route sales —4.0% less than last year
- Drycleaning sales —7.0% less than last year
- Total sales —4.0% less than last year

New Jersey Laundry and Cleaning Institute

New England

- Dec. 3—1.6% less than last year
- Dec. 10—3.6% less than last year
- Dec. 17—8.6% less than last year
- Dec. 24—2.3% less than last year
- Dec. 31—3.3% more than last year

Carruthers & Co., Boston

New York

- five weeks ended Dec. 31—1.0% less than last year

M. R. Weiser & Co., New York

Southeast

- Dec.—7.0% less than last year

J. R. Wilson & Co., Atlanta

Metallic yarns and reflective linings

by GEORGE H. JOHNSON

METALLIC YARNS have come into relatively wide use in recent years. It is estimated that the 1954 production of metallic yarn totalled 45 million yards; by 1958 the estimated yardage was nearly 120 million.

Metallic yarns may be used in any of the following fabric types, many of them laundrable items:

Bath mats	Quilting
Bedspreads	Sheets
Blankets	Shower curtains
Curtains	Slipcovers
Draperys	Table linen
Floor coverings	Toweling
Men's, women's and children's wearing apparel	Upholstery and automobile fabrics

Metallic yarns also are used in the construction of accessories such as handbags, millinery and shoes.

PRODUCTION

To produce metallized yarn, thin aluminum foil is coated on both sides with an adhesive and then with a film of either cellophane (viscose), cellulose acetate, cellulose acetate butyrate, or a polyester (polyethylene terephthalate). In some cases a polyester film is subjected to high vacuum conditions so that the metal vaporizes and condenses on the film in a very thin layer. This film is then coated with an adhesive and "sandwiched" with another metallized polyester film.

If the film is left uncolored, a silver yarn is obtained. If a yellow-orange pigment is added to the adhesive, a brilliant gold effect results. By choosing other suitable colors to add to the adhesive, a relatively wide variety of shades is possible. In some cases the adhesive is tinted one color on one side of the aluminum foil and a different color on the other, or the film may be printed before lamination with the aluminum foil.

Space-dyeing also has been developed. In this process multicolored effects are obtained by printing the film before it is laminated to the foil. Up to five different colors may be used at regular intervals. When the yarns are twisted, some very unusual color effects are obtained.

Metallic yarns also are produced by wrapping or twisting narrow strips of aluminum foil with multiple ends of rayon, nylon, silk or other yarns. Such yarns are referred to as "supported" or "combined" yarns.

The film-foil-film laminations are slit into very narrow widths of 1/32, 1/64, or 1/128 inch.

If uncolored metallic yarns are woven into a fabric with cotton or rayon and dyed with suitable direct cotton colors, the cellulose fibers are colored, but the metallic yarn remains uncolored. Or, if suitable disperse dyes are used, then the metallic film will be dyed, but the cotton and rayon will remain uncolored.

Metallic yarns are also used in the needle trades for knitting, embroidering, sewing, tufting and quilting.

LAUNDERING PROPERTIES

Normally metallic yarns, particularly those having polyester or acetate-butyrate types of film, launder well. Strongly alkaline solutions, such as caustic soda, should be avoided in laundering because of their ability to attack aluminum.

Exposure to elevated temperatures while wet for periods over one hour may cause the film to "blush" or become cloudy. This effect is due to the hydration of the film and/or the adhesive that is used. Three minutes of drying at 300°F usually clears up any cloudiness of this type.

Acetone should not be applied to metallic yarns since it softens or even dissolves acetate and acetate-butyrate types of film. Polyester film usually is more resistant to pressing than other types.

Metallic yarns ordinarily do not tarnish. With prolonged exposure to sunlight, silver is not affected, but gold, copper and other colors may fade to some degree—usually not enough to cause any complaint. Well-made metallic yarns usually are laundrable and drycleanable.

HOW TO IDENTIFY

The following qualitative methods of test are used to identify the various types of metallic yarn.

Cellophane (viscose) film: When a flame is applied, the metallic yarn gives off an odor similar to that of burning paper; the film is not soluble in acetone.

Acetate film: Dissolves in acetone; may delaminate in benzene, methyl alcohol or trichlorethylene.

Acetate butyrate film: Soluble in acetone or isopropyl alcohol. Gives off an odor similar to rancid butter when burned.

Polyester film: Yarn will stretch 100 percent or more with tension. Delamination may occur in acetone, benzene, methyl alcohol or trichlorethylene. Film will not dissolve in acetone.

Metallic yarns are also produced under the following trade names: Conomet, Lurex, Fairtex, Malora, Chromeflex, Metlon, Dura-Stran, Nylmet, Reymet, and Lamé.

REFLECTIVE LININGS

Deering Millikin and Company for a number of years has promoted a lining fabric that has been coated on one side with powdered aluminum. Trademarked Milium, the metallic coating is intended to increase the warmth of the garment to the wearer. Other processes competitive with Milium have been termed Temp-Resisto, Lum-O-Line, Therm-O-Ray, Met-L-Chine, and Aluminum.

The powdered aluminum can be applied to acetate, rayon, silk, nylon and Orlon lining fabrics.

Powdered aluminum is applied to the resin coating or

Continued on page 64

Mixing merchandising and service

by RICHARD LUTTS

Promotion calendar

MONTH	MAJOR PROMOTION	MINOR PROMOTION
JANUARY	Drycleaning specials $\frac{1}{3}$ off regular price	Paid repairs
FEBRUARY	Rug cleaning, 20% discount	Soft shirts
MARCH	Easter drycleaning Fur storage	Shirt special
APRIL	Box storage Fur storage	Pillow promotion Household draperies Curtains
MAY	Box storage, budgeted	Rug cleaning
JUNE	Rug cleaning	Box storage Wedding gowns
JULY	Sheets, blankets	Drycleaning specials
AUGUST	Back-to-school dry-cleaning	Pillow promotion
SEPTEMBER	Household drycleaning Rug cleaning	Rugs
OCTOBER	Rug cleaning	Free winter storage
NOVEMBER	Curtains, rugs	Free winter storage
DECEMBER	Shirt special	Christmas gift certificate Resale shirts

SUPERMARKETS not only offer many new cake mixes but are the ultimate in our present economy of mixing merchandising and service.

They practice the things I want to talk about; namely, promotional planning, spread of items, loss leaders, upgrading, item timing, customer selection and packaging.

Now let us mix our cake. Merchandising and service in the laundry industry are the selling of our labor through planning and promotion for increased sales and increased profit.

PROMOTIONAL PLANNING

First, we must lay our long-range promotional plans, which are usually set for one year.

Set a realistic sales goal based on last year's sales and the present trend

of sales. Then set the advertising budget, which is usually a percent of sales, depending on local conditions of competition. Good profit merchants usually set their advertising budgets at 1 1/2 percent of sales.

Next, divide this advertising budget into the best media of advertising. In some places it is radio, a few TV, but in most places it is the local newspaper. There are many media for advertising. Most are difficult to measure in results. A good measure of an advertising dollar is, "Will it bring in additional business tomorrow?" If the answer is "No" take a good long look at the money being spent.

In my opinion the best media are newspapers, radio, bundle inserts, pamphlets, Yellow Pages and some type of giveaway. Divide the adver-

tising budget of the media into the months of the year. You will be surprised to find out how little money you have left for other than the best essential media. This is one method of making every advertising dollar work for best results.

In planning monthly promotions, plan both major promotions and minor promotions. For example, see "Promotion Calendar."

These promotions are broad general plans and they are flexible, so they can be changed at the regular two-week advertising review sessions. You will note that the promotional emphasis is on drycleaning, box storage, rugs and shirts. These are the bread-and-butter services that result in continued growth and new volume and, most important, profit.

SPREAD OF ITEMS

"Spread" of an idea is the amount of promotional effort to be given to a service or item or the amount of dollars spent on newspaper advertising, signs, bundle inserts, contests, and general physical effort. Usually the spread services are the new services, or services that account for a large potential dollar volume at a profit.

For example, box storage in April and May deserves a big spread and will get it. Newspaper ads, truck signs, bundle inserts, store window signs are all planned and scheduled for an exact date. The kickoff date and sales meeting for the promotion are planned so that all employees know about the promotion. Written helps and tips on selling the service are distributed. Sample storage boxes are put in the stores and one on each route truck so that if a customer shows interest the box is available to make the sale immediately.

Finally a contest is scheduled between route salesmen and store salesgirls in order to maintain continued enthusiasm during the peak selling period. Each box sold is worth one point for the team and 10 cents per box is thrown into the "kitty" by the company. Winning team splits the kitty. There should be quotas for each driver and store girl based on last year's boxes sold.

A new addition to our box storage this year is the budget payment plan.

While the big promotion is on, two or more secondary promotions must

be in progress at the same time. Not all customers are interested in box storage. Household promotion of draperies and curtains is an excellent secondary subject, as is a pillow promotion.

LOSS LEADERS

January is a typical "loss leader" month. Right after Christmas customers have to be enticed or pulled in. Retailers do it with white goods sales at low-profit prices.

Let us apply loss leaders to our services. An excellent loss leader is a good drycleaning item with a one-third discount. For example, if we offer trousers drycleaned at one-third off regular price, the customers will bring in trousers and usually other items along with the special discount item. In fact, a one-third discount in trousers is more than offset by the additional drycleaning business.

Loss leaders are always a part of merchandising but must be used with discretion. Best months for loss leaders are the low-volume months when overhead costs are highest. We must never use loss leaders on a continuous basis for they soon lose their punch.

UPGRADING CUSTOMERS

Upgrading is necessary, with ever-rising costs. More money must be spent with us by each customer. Upgrading is most easily done by giving the customer more but also charging more.

Let us apply upgrading to our industry. We upgrade customers from wetwash to partially finished laundry, partially finished laundry to fully finished laundry, from regular drycleaning to de luxe drycleaning, from folded laundered shirts to laundered shirts

on hangers. In each case we are offering the customer a better service at a higher price at more profitable returns. Upgrading is always in progress in every service industry.

BETTER PACKAGING

Merchants will tell you that appealing packages will always increase sales in any item. Merchants have been improving packages at every opportunity.

In the laundry industry we have improved our packaging by having shirts plastic-wrapped and drycleaning in plastic bags. Perhaps we should package our sheets in plastic. Recently I met a drycleaner who used pink tissue paper on his drycleaned garments and he considered this the most important part of his service. A few pennies spent in packaging will come back ten times over in increased sales volume.

ITEM TIMING

In our modern world, where changes happen faster all the time, people are quicker to accept new services. Merchants are always on the lookout for new products and services since they usually result in increased sales and greater profits.

The timing for introduction or promotion of services is most important. Generally it is agreed that it is often too late but hardly ever too early. This is true whether we talk about the introduction of a new service or the promotion of a profitable seasonal service. For example, be sure and promote your spring cleaning early in the season. Be first. In new services be early and test to find out customers' reaction. Most new services build prestige and profit.

CUSTOMER SELECTION

One of the greatest concerns of a merchant is customer selection—are we offering the customer what she wants in addition to what she needs? We must, or someone else will. This has been proven with wetwash. Customers prefer home washers or coin-op washers to our wetwash service. Yet many laundries have refused to recognize the customers until the doctors, lawyers, and other businessmen open coin-ops. Perhaps we could have rented washing machines to our customers by the week if they preferred home washers. We never know until

Biographical data of Richard Lutts

Richard Lutts, sales manager of the Salem (Massachusetts) Laundry Company since January 1960, is a graduate of the University of Maine (1948) with a B.A. in business administration.

Before joining the laundry industry, he spent 11 years in retail management with a nationwide soft goods chain, merchandising family clothing and household items.

THE button trap

PILLOW TALK: A plantowner's newspaper advertisement on pillow cleaning service received more than the usual amount of attention, thanks to a typographical error that changed the line "Feathers Renovated" to "Fathers Renovated."

BAD HABIT: A San Jose bandit was sentenced to a year in jail last month for tampering with the trip lever on automatic laundry machines. He faces another burglary charge in San Francisco where he is accused of committing a similar crime while awaiting sentence on his first offense.

OLE NICK: One of the most unusual items received by the National Institute of Drycleaning recently was a pair of whiskers labeled "please handle with care they belong to Santa Claus."

NEW MARKET: Webb's Laundry & Cleaning Village, Wilmington, Delaware, did 178 drycleaning loads, worth \$267, during the first three days that its new coin-op cleaning store was open to the trade only.

ACID TEST: G. Rolfe Scofield, Crescent-Puritan Laundry, Rochester, New York, gave this advice to complacent laundrymen at last month's AIL convention: "Try paying for your own laundry work six months and see how you like it."

COIN DIET: The Automatic Canteen Company announces that it will soon make Metrecal diet food available through its coin vending machines.

EXTRA WET: Ruth Gottlieb, Home Counselor for Columbia, South Carolina's, laundries and cleaners, received an urgent call for assistance from a woman who had been waiting three hours for a coin-operated laundry machine to complete its wash cycle. (It was a nonmember plant.)

Mixing merchandising and sales—*continued*

we try. Often the new is more profitable, too.

Latest successes for customer selection have been activated drive-ins and coin-op laundries. Now coin-op cleaning is the newest service to consider for customer selection.

Other services we might offer the customer for greater selection are wall cleaning, venetian-blind cleaning, in-the-home carpet cleaning, car washing, furniture cleaning, washing machine rental and Christmas gift certificates.

KEEP SELLING BASICS

In our advertising, whether it is our spread item, loss leader, upgrading or new service, there are certain basic features of our services we must continuously stress. Often these features are taken for granted by both ourselves and the customer. For example, free pickup-and-delivery on routes, four-day service on rug cleaning, minor repairs free in drycleaning, collars on shirts turned when frayed, tablecloths rolled on tubes to eliminate creases, and one-hour drycleaning service in stores.

Once or twice a year it might be a good idea to run a large general newspaper advertisement describing all the services you provide for the customer.

Finally, we must merchandise our route services. Routes, once established, seem to remain fairly constant in volume. Growth in general is only a result of increased prices and not increased pounds or pieces. However, cities and towns are growing, population is increasing, and customers want faster and faster service. Therefore, routes must be small physically so that they can offer customers twice-a-week service.

PROFESSIONAL SOLICITATION

We at Salem Laundry are building new routes through a route solicitor who calls directly at homes. Generally, the solicitor calls at homes in new developments. Fifty personal contacts are made each day resulting in four bundles picked up. This is an average of 8 percent of the personal contacts becoming first-bundle customers. Shirts and drycleaning count for 95 percent of the business picked up. We are able to retain 80 percent of the first bundle customers as regular cus-

tomers, either weekly, every other week or every third week.

All new customers ask for three- to four-day service and will not accept week-to-week delivery. They request quick service because they have a small inventory of clothing and linens.

In order to increase sales by obtaining new customers we *must* give three- to four-day service.

The solicitor has the following tools to aid him: a brochure of our services entitled "Are you making use of all the services your laundry provides?"; a giveaway with our advertising on it; any promotions we happen to be featuring. He stresses quality, reliability, quick service and 68 years of continuous service.

The solicitor's first year's sales results were \$25,000 increase in business with a present rate of \$35,000 per year at a cost of 20 percent including salary and tools. This is actual every week business.

The lessons learned through the use of the solicitor this past year are:

- It does little good to solicit on present routes.
- Solicitor must pick up the first bundle.
- Solicitor must occasionally retrace route to check on previous pickups.
- Incentive bonus system for solicitor is difficult to control.

SUMMATION

My grandfather was one of the big horse traders in our town. In 1909 he was one of the first persons to own an automobile, yet for the next 10 to 15 years he refused to believe that the auto would replace the horse. He was horse-oriented rather than transportation-oriented.

In summing up, I would like to say that we laundries are in the fabric maintenance business. Customers need clean clothes and always will but the way in which they want to have them cleaned will continuously change. To stay in business we must foresee these changes and offer them to our customers.

Let us be oriented to cleaning fabrics rather than oriented to a particular laundry service. Let us mix merchandising with service so that we are better able to sell our services for increased sales and profits. □□

PUBLIC RELATIONS

Laundering at an auto show?

Participation turned out to be a smart move in this small South Carolina city. New cars are a popular common denominator of general public interest

IF YOU WANT to be seen, you've got to go where the crowd goes.

With this premise in mind, the newly organized Greenville Professional Launderers and Cleaners Association of South Carolina decided to hold its first "live" exhibit at the Greenville Auto Show.

This particular show was co-sponsored by the local Junior Chamber of Commerce and New Car Dealers. And took place at Greenville Municipal Auditorium, January 19-21.

The professional launderers and cleaners figured right. During those three days better than one-third of the city's 58,000 population visited the show and saw the Laundry Exhibit. There's proof of this since nearly 20,000 people registered at the booth to try their luck in winning a television set that the launderers and cleaners had put up as a prize.

FREE FINISHING DRAWS CROWD

The main attraction at the booth was a shirt finishing unit. But the steam-air form finisher also drew quite a bit of interest. Many visitors took advantage of the "free finishing" offer while onlookers watched curiously as their friends' coats and jackets become smoothly finished before their eyes.

This equipment, in addition to a topper, utility press and a call-office conveyor, was supplied by an allied



Professional launderers and cleaners on duty at the booth distinguished themselves by wearing red vests and Kentucky Colonel bow ties

trades distributor out of Atlanta, Georgia.

There were numerous questions from bystanders indicating the general public is not aware of what goes on in a professional plant once their garments are turned in—but that the public is interested in finding out.

Each piece of equipment was labeled with a price tag, which implied professional launderers and cleaners were willing to spend a great deal of money to give their customers the best job possible. Association members were also on duty at the booth at all times to answer any and all questions first hand.

The show should prove launderers

and cleaners can work together to improve the industries' public relations image—and do it right in their own home towns.

The members of the Greenville Association cooperating in this program are John Burns of Arrow Cleaners; Wheeler Powell and Ernest Pittman of Ideal Laundry & Cleaners; Harry Ward of Palmetto Laundry & Cleaners; R. B. and J. C. Thomasson of Thomasson Bros. Cleaners and Laundry; R. Jack and B. Jack Foster of the Bell Laundry and Cleaners; Fred and Robert Gregory of Gregory's Laundry & Cleaners; W. V. Barbour and Fred Jameson of Town & Country Laundry and Cleaners. □□



... QUALITY MEANS SALES

by WILLIAM McBRIEN

Bill McBrien is one of the most knowledgeable young men in the family laundry industry. Together with his father and three brothers, he operates the Holland and Tremont Laundries in Philadelphia and St. Mary's Laundry in Ardmore, Pennsylvania, serving as production manager and treasurer of all three plants.

In 1955, when the MacIntosh Report threw a bombshell at laundry quality, Holland decided to take a closer look at its own operations. In this report, presented at the recent AIL convention in Philadelphia, Bill McBrien tells about Holland's five years experience with an organized quality control program.

IT IS GENERALLY agreed and repeatedly proven that we acquire three times as many new customers through recommendation as through all other sources put together. Therefore, it must be evident to everyone that we must do something for our present customers to merit that recommendation.

Since we cannot make money at the lower prices charged in our area, and since our distribution setup does not—and cannot—provide the fastest service possible, we feel that our present customers, if they are to recommend our services must do so on the basis of *quality*.

Webster's definition of "quality" is any characteristic that renders an object good or bad, commendable or reprehensible.

To find the factors that might render our service unsatisfactory was our first objective in our Quality Control program.

We had always kept records of claims, complaints, etc., but these records in the form in which they existed were unsatisfactory. We decided to correlate and combine these into one figure and relate them to the exact volume of work being handled, expressed in bundles. This figure we would call "Customer Dissatisfaction."

Customer Dissatisfaction includes all sources of dissatisfaction, claims (unjust as well as just), complaints on washing, finishing, damage, service, etc. The only validation that we required was the specific information on customer's name, address and date the bundle was sent in.

To determine our customers' chief source of dissatisfaction, we combined all our previous records, interviewed salespeople, consulted AIL Bulletins and finally made our own survey. This was our starting point.

Two principal conclusions were drawn as a result of this survey and these have never changed: (1) The greatest single complaint on the part of our customers was the fact that they did not get all of their articles (and only their articles) back and on time. (2) While complaints on stain removal and lack of repairs represented greater percentages, the complaints on finishing represented the next largest *controllable* item. As you might suspect, these were made on the quality of shirts and flatwork in that order.

THE PROBLEM OF SHORTAGES

Taking first things first, we selected the problem of reducing shortages as our first objective. We began operation of the Quality Control program in the marking and sorting departments, believing that these two had more influence on this problem than any other. If we assume that a bundle was properly marked in and properly processed, it should leave the sorting department on schedule and include all the pieces that were in it when received. Any difference between these two conditions we call a *variance*. Whether the bundle is over or short, it is a variance.

We began our program by tracing these variances to the individual markers or sorters who had handled the bundle. It should be noted that any variance would be charged to

both a marker and a sorter. It was reasonable to expect that variances caused by *other* processing departments would be spread evenly among all markers and all sorters. However, if one marker or one sorter had a disproportionate percentage of the total, it would indicate that she herself must be responsible.

By relating the number of variances to the number of pieces or bundles handled by the operator, we eliminated the production differential. Our theory worked out almost perfectly. It was immediately evident that certain sorters and certain markers were responsible for variances far in excess of their relative production or of the rest of the department.

These operators are taken over by the production supervisor who takes the following action in the order stated:

1. Calls them to his office and discusses the problem with them individually. In all cases, the emphasis is placed on the *value to the operator* in improving her record. *There is a very high correlation between good producers and accurate ones.* During these conferences he patiently solicits suggestions from the operators for changes in methods and procedures that would improve accuracy and reduce opportunities for error. Many productive suggestions have been secured in this manner and incorporated in our system at a very substantial gain to us.

2. Entrance test results are reviewed and studied. Here we found that under the stress of previous labor shortages we had made inter-department transfers that in no way agreed with aptitudes. For example, an excellent flatwork operator with a perfect attendance record had been transferred to marking and, because of her high motor speed and better than average effort, had made standard there even though she had no aptitude for the job and was decidedly variance-prone.

3. He makes studies of the operators at their work stations with particular attention to whether they are following Standard Procedure as written. Here we have found that many small elements reversed in sequence or, even worse, performed in non-uniform sequence, were causing the trouble.

The progress made in these two departments was immediately apparent. Variances still exist, of course, but now the substandard operators have been retrained or eliminated, and the number of variances is reasonably distributed among all markers and sorters in proportion to their production. We concluded that we had reached the point of diminishing returns in these departments, turned them back to their regular supervisors, and began to search elsewhere for contributing factors. Listed in their approximate order of influence we found these major factors.

1. *Washovers and Stain Treatment.* Careful study was made of the actual improvement made on articles so treated. Ninety percent of them were not improved, and the risk of dissatisfaction by variance far outweighed the small additional satisfaction secured. We also found that many washover stations could retain lot control if properly planned.

We now have mounted on each folding table in the shirt department a rack containing 10 numbered pins. The first number on the pin identifies the unit and the second the lot. Green nylon nets are furnished for this purpose only. When the folder has finished the last shirt in the lot,

she bags up the washovers and records the pin number next to the lot number on her production record. The nets are given express treatment and returned to the unit from which they originated. When finished they are placed in the upper left compartments of the lot truck then being loaded, their lot identity noted on the upper left panel, and sent to the sorting department.

Not only are the number of handlings cut down, but the actual number of washovers is reduced because the operator gains nothing by throwing hard-to-do shirts into the washovers with the hope that another unit will get them after washing. A visual inspection of any folder's pin rack enables the work leader to see whether all washovers are complete and, if not, which are missing.

2. *Mechanical failures of machinery and equipment*, particularly listing and marking equipment, pins, nets, etc., provide major opportunities for variance.

3. *Methods of lot cut-off* in every department from marking through ironing must be carefully studied to insure the integrity of lot control.

4. *Policies or procedures* that result in taking any article out of the regular production line are a major occasion for variance, even though designed to provide a better service to the customer. In our case we have eliminated completely or thrown to the specialty department all requests for special folds, finishes, packaging, etc., for individual customers.

A case in point is flatwork repairs. We now do no repairs other than damage known to be caused by us. We found that, if done thoroughly, repairs may periodically be so heavy that the possibility of not getting them back into the outgoing bundle is considerable. The result in many cases was either a shortage claim or a claim for damage when the customer's attention was drawn to the individual article when it arrived separately on delayed delivery.

In addition, we felt that we encouraged customers to keep in service many articles that were actually past their normal life expectancy and consequently caused ourselves additional repairs and additional opportunities for variance. We do, of course, offer unlimited free repair service.

RESULTS OF OUR WORK ON VARIANCE ELIMINATION

A tabulated report on the claim records in the first week of operation and in a recent week speaks for itself. All figures represent percent of total bundles.

	First Week's Operation Under Quality Control '55	Week Ending Last Period '60
Single Claims1577%	.63%
Return 1, Claim 1622%	.38%
Return 1, Claim 0590%	.13%
Total Claims	2.789%	1.14%
		59% improvement

THE PROBLEM OF SHIRT QUALITY

Those who complained on our shirt quality were roughly divided into two groups. The larger group complained about the finish (particularly in regard to those parts not visible when the shirt was folded), and the balance about the quality of our starching.

Quality Control very quickly determined that some in-

Quality means sales—*continued*

spection of finished shirts *before* folding was a necessity. We investigated the possibility of central folding and visited other plants to see their slick rail inspection setup. After careful study we decided against a similar installation for three reasons:

1. Eleven shirt units feeding five different lots onto a common inspection rail offered too many opportunities for breakdown of lot control and subsequent variance—a complaint even more serious than shirt finishing.

2. The supervisor's job became more difficult rather than less because his view of the department was very much more obstructed by the loaded rails.

3. The quality was actually decreased in some instances by the transportation operation itself due to pushing, piling and handling along the line.

After five false starts, we finally decided on the in-unit inspection system. We have installed three heated collar forms in each unit. A roving inspector, following an irregular pattern, must inspect a minimum 4 percent of the output of each unit. Her duties and her relationship with operators and supervisors are specifically spelled out to all employees in the department.

When a unit drops to the bottom of the rating scale, the inspector must increase her sampling of its output from the minimum 4 percent to a maximum 10 percent.

Our complaints on starching were principally from those customers who wanted no starch. Careful regulation of the work bank to insure uniform curing interval between extractor and press, and increased extractor time helped a great deal but the most desirable change seemed to be the separate washing of starch and no-starch shirts. To date we have been unable to work this out successfully because the wide variation of starch work between lots would seriously impair our washwheel capacity, but we have found another solution which seems to offer great promise—the use of a softening agent.

We now add one pint of softener stock per 100 pounds to the last operation before sizing. We then pull our no-starch and continue the sizing operation. The most surprising effect of the change was the fact that our starch work came up heavier rather than lighter. In fact, we had to reduce our starch addition to a point where our total supply cost is now lower than it was before we used the softener. The no-starch shirts are definitely softer and have merited the enthusiastic approval of our sales department.

THE PROBLEM OF FLATWORK QUALITY

Quality Control's first recommendation in the flatwork department was the addition of a supervisor to insure better training and closer lot control. That recommendation was approved.

Next we began work on the quality of the ironing itself. We had pioneered the use of steel wool padding for ironers but Quality Control changed this, too. It is now our opinion that while steel pads do equally as good, if not a better job when new, their life is so long and their caliper deterioration is so gradual that it is possible to slip into a poor quality job without noticing it until it is too late.

Cotton or cotton combinations, on the other hand, go rapidly once deterioration starts and changes must be made at more regular intervals.

THE PROBLEM OF RECORD KEEPING

During the five years that we have been working on Quality Control we must have amassed several tons of expensive paperwork and record keeping. Since we run this department on a budget exactly the same as any other department we must be constantly on guard in this direction. We now have eliminated all but one regular report—the Quality Control Report. In addition, our secondary records include the *variance* card made out by the sorters whenever such an unhappy event occurs, and the combined Production-Quality records issued to each department every week.

THE COST OF OPERATION

Full-scale Quality Control is not an inexpensive operation. As a matter of fact, it was so expensive for us that we actually operated in the red for several months during the development stage. An accurate determination of its cost must include not only the additional supervisors, inspectors, expense of experimenting with supplies and equipment, record keeping, change of printed forms, etc., but especially the effect on production.

If the program is to have real teeth in it, some separations are inevitable. When they occur they are bound to create a wave of overcaution on the part of all operators which may cut production by as much as 25 percent. This latter will be overcome as the program progresses and will eventually reach new and higher levels as suspicion wanes and confidence grows, but anyone considering the adoption of such a program should provide for this first cost.

For the year 1961 we have budgeted one percent of our gross income for the direct costs of operating the Quality Control department but we expect to recapture far more than that in reduced claim and customer-turnover expense. This figure may vary among plants according to size and scope of the program but we feel that it is now just as vital a part of our operation, and just as necessary to our existence, as is the power plant, washroom or sales department.

RESULTS AFTER FIVE YEARS OF OPERATION

1. Our customer satisfaction has improved from 95 to 97.65 percent, or, to put it more impressively, our dissatisfaction has been reduced by over 45 percent.

2. The number of claims has been reduced by 59 percent.

3. The efficiency of our production effort has increased so that the number of direct labor hours necessary to produce 1,000 pieces has dropped from 46.14 to 39.20, an improvement of 15 percent.

4. Our customers have fewer claims and, when they do have them, we are in a position to afford more satisfactory settlements.

5. All of us have more pride in our work and more fun in doing it.

With our organization, Quality Control is here to stay!



FOR MANY YEARS Soft Water Laundry in Long Beach, California, has built an effective advertising program around a simple picture that imparts the feeling of cleanliness, beauty and dignity in the minds of all who see it. And see it they must, for it appears on all letterheads, plant personnel business cards, billboards, shirt boxes, yellow pages ads, newspaper ads, giveaways, and on all the trucks in the brand-new delivery fleet.

The picture is a seascape in shades of blue, a touch of red, a bit of pure white, and the firm's trademark which is a fluffy black and white kitten. This picture is faithfully reproduced in full color on all possible occasions in advertising, except where cost of reproduction would be prohibitive.

Billboards in full color are located at strategic points in the trade area and feature a minimum of words, as for example, simple directions to the plant. Someone even figured out the billboard is 11,607 times the size of the illustration on the plant's giveaway match boxes.

Greatest response has been to Soft Water Laundry's beautiful new fleet of 13 lightweight delivery trucks. Not only do these bear the same full-color seascape on both panels but the colors are all done with a reflector-type material that is emphasized by any degree of light. Against the background of the trucks' pure white bodies, these colorful panels are truly attention-getters wherever they go. (Soft Water Laundry is said to be the first such firm in the United States to make use of the reflector-type material in this manner.)

In use since March of 1960, the new fleet of lightweight trucks replaced the 11-year-old conventional half-ton vehicles that were getting only 9 and 10 miles per gallon and were in need of costly overhauling. Empty weight of the new trucks is 2,800 pounds and they have capacity for 1,100-pound load. Average mileage now is 17.7 miles per gallon, although trucks on the longer routes range between 21 to 22 miles per gallon. With a 17-foot turning radius they are highly

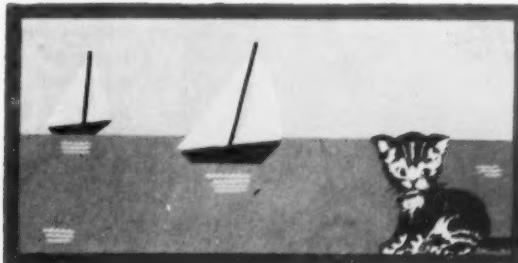
maneuverable and much less effort to drive. Biggest boon, of course, has been that the salesmen have been stimulated, and the customer is pleased with the appearance of the truck when it stops in front of her house. The new trucks have added considerable prestige to the name Soft Water in the Long Beach area.

Use of the colorful picture idea as the basis of the plant's advertising program was not an overnight decision, but came about after due deliberation. "Fluffy," the cute kitten, has been featured by Soft Water for a long time, and is the basis for their dry-cleaning service, being referred to as "Softone" process. Gradually the idea came to tie the kitten trademark into an advertising campaign to promote all plant services.

A simple ocean view was hit on as an example of cleanliness, in shades of blue since that was the color most people associate with beauty and cleanliness. The kitten had been accepted over the years as a symbol of gentleness and quiet dignity, so the program became a matter of combining the two thoughts.

According to general manager Earl Fast, the idea just simply grew until it suddenly appeared to be the logical answer. Particular impact of the advertising program, so far as Earl can see, was obtained by putting the beautiful new trucks in operation. Elated as any launderer would be with a new delivery fleet, he nevertheless feels these "mobile billboards" were visible indications that the newspaper ads and other advertising media were giving a true picture of Soft Water's intent to better serve the public. □□

by LOU BELLEW



ONE PICTURE IS WORTH 1,000 WORDS



Types of Standard Leaders	Sizes in Inches	Area in Sq In.
Plain	3	7.1
Round	4	12.6
	5	19.6
	6	28.3
Corrugated	3	5.9
Round	4	11.0
	5	17.7
	6	25.9
Plain	1 3/4 x 2 1/4	3.9
Rectangular	2 x 3	6.0
	2 x 4	8.0
	3 x 4	12.0
	4 x 5	20.0
	4 x 6	24.0
Corrugated	1 3/4 x 2 1/4 (2)	3.8
Rectangular	2 3/8 x 3 1/4 (3)	7.7
	2 3/4 x 4 1/4 (4)	11.7
	3 3/4 x 5 (5)	18.8

Table I. Area of various sizes and shapes of standard leader



How to solve drive-in drainage problems

by JOSEPH C. McCABE

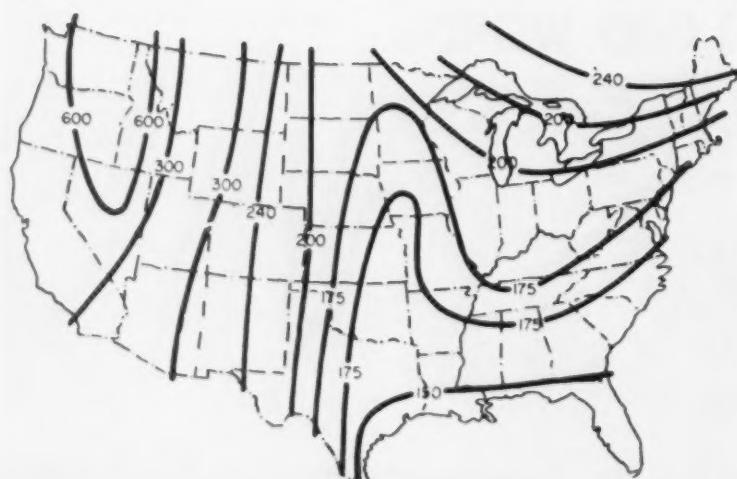


Fig. 1. Lines on map indicate roof area drained per square inch of leader

THROUGHOUT MOST of the East the average laundryman who has a drive-in service or a coin-op with a fair-sized parking lot has been shaking at the thought of what will happen when the spring thaws hit. Right now is a little late to do anything about this year's headaches but it is not too soon to take steps about next year's. And while we're about it, now is as good a time as any to look over your plant and grounds so that you can correct all your outdoor problems, especially drainage.

Ground drainage

We are reproducing in Fig. 1 a generalized map of the U. S. A. on which we have sketched the average rainfall for the different sectors. This rough rule permits the man who wants to avoid drainage problems to make an intelligent guess in sizing up what he needs.

Once you have a horseback guess (Fig. 1) of the expected quantity of water to be handled, you can consider ways and means of disposal. If storm-water sewer facilities are available in the street, the problem is made easier since you need only to check the capacity of the existing street sewer to see if it can receive the additional storm-water load. The same applies to an existing combined sanitary and storm sewer.

If neither is available look around for a nearby brook, lake or any natural body of water. But you'll have to get local or sometimes state approval to dump into them.

If no ready-made solutions are at hand, dry wells (Fig. 2) are usually employed. Dry wells are perforated concrete structures of a predetermined capacity into which the rain water is conducted. Sufficient dry wells of proper capacity are included to handle the total rain water that will accumulate on the site. The dry wells serve their purpose by receiving and holding the rainfall, which then drains into the earth as fast as the percolation rate of the soil will allow.

When the square feet of roof and paved area on a site are so extensive that dry wells alone will not suffice, then other means of disposal must be considered. Roof and paved areas constitute the biggest rain-water load to be handled. The ground surface will absorb a certain percent of the water and therefore it does not present

the same problem as nonporous surfaces.

However, even the ground surfaces must be drained by means of catch basins. Thus if the site is level or slightly depressed, flooding of the area will result during a heavy storm. To avoid this you'll have to put in drainage basins to receive and dispose of the storm water.

A drainage basin, or recharge basin, as it is sometimes called, is nothing more than a hole or depression dug into the earth on the site at a lower elevation into which the storm water from the buildings, paved areas and general site will flow.

All the rain falling on the buildings, paved areas and general surface area is intercepted by proper drains and conducted by an underground storm-sewer system, preferably, to avoid icing up in winter, to the drainage basin. Manholes for clean-out purposes should be placed at suitable intervals along the storm-water sewer, particularly at the intersection of two or more drainage lines, as well as at proper spacing along the storm-water line to assure adequate and convenient clearing of the drainage lines.

The drainage basin is usually formed by means of a bulldozer. The surplus earth can be used for fill in grading the site. A typical basin has sloped sides at an angle that best suits the depth of the basin and the stability of the soil. Sometimes crushed stone is placed at the bottom of the basin and partly up the side to facilitate drainage. However, the addition of crushed stone depends entirely upon the particular design.

Since the underground storm-water lines will discharge into the drainage basin, it is necessary to erect some sort of a structure that will prevent the flowing water from washing away the earth at the point of its contact in the basin. There are many different types of structures that can be used for this purpose. A typical outfall structure is shown in the drawing at right (Fig. 3).

The outfall structure is built entirely of reinforced concrete, and allows the water to splash on the concrete pad and spread out evenly along the bottom of the basin. The over-all size of the structure is determined by the diameter of the drainage line.

Like every other appurtenance, a drainage basin must be maintained periodically to obtain the greatest effi-

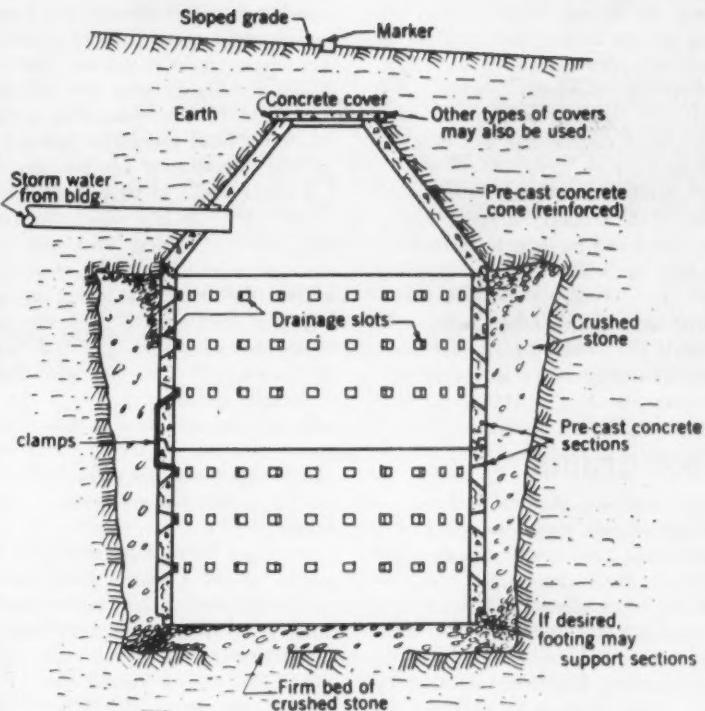


Fig. 2. Installation details of a dry well constructed of precast concrete sections

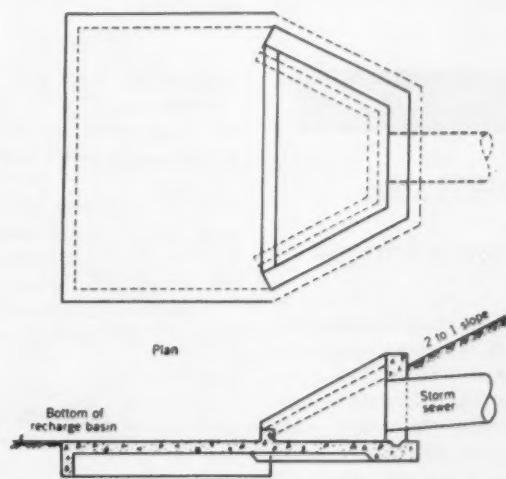


Fig. 3. Typical outfall structure

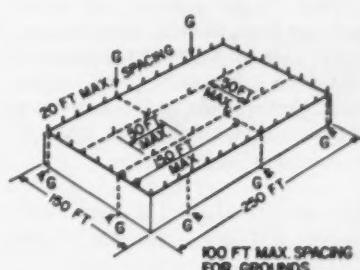


Fig. 4. One-story building; arrange terminals at 20-foot intervals around perimeter. Other roof terminals on this building should not be over 50 feet apart.

Solving drive-in drainage problems—*continued*

ciency in its use. Since water will more or less always be contained in the basin, attention must be given to appropriate mosquito control, and occasional cleaning of silt and other fine foreign matter that will clog the surface layer.

In addition to serving the drainage needs of the property, drainage basins very often can be used to further advantage in beautifying the property itself. By developing the area immediately surrounding the basin, it is possible to transform a necessary drainage facility into a garden spot.

Roof drains

At one time in these columns, a year or so ago, we ran a number of suggestions on roof drains—their types, location, operation. These suggestions were almost exclusively confined to flat roofs. Since then we have been asked about self-draining or sloping roofs. The best idea that we have come across is an old-timer returned to favor—the stainless-steel gutters and leaders that were originally designed for the home.

Table I shows the available leader

sizes but the usual selection is a 4-inch leader, round, rectangular or square—the shape doesn't matter. Leaders should be placed near the building corners and, if the leader drop is over 40 feet, a head should be inserted to prevent formation of any vacuum.

Gutters ought to be the same size as the leader for jobs where the spacing between leaders does not run more than 50 feet. If the spacing is greater, then make the gutter an inch larger for each extra 20 feet. The material throughout should be 0.015 inch thick and of 17-7 stainless steel Type 301, cold rolled strip, No. 1 finish, soft temper. In areas where heavy snows can slide off the roof and dent or dislodge the gutter pieces, stainless steel is far superior to copper or aluminum.

We have heard a lot of people express the belief that if they have a system of roof drains or downspouts such as we have just been talking about they are protected from lightning. This is not so. All the downspouts and drains do is provide a quick electrical connection to ground for any stray lightning bolt. But the downspout, unfortunately, is not heavy enough to carry the load. All

that it does is attract the charge to you and then leave you with the problem.

Figure 4 shows the recommended way of protecting for lightning. This building has air terminals or rods at intervals not exceeding 20 feet around the perimeter. In addition, it has terminals at central points of the roof—placed not over 50 feet apart, all in right-angle directions from each other.

All roof projections are protected by tie-in with the complete system. Chimneys should be protected with air terminals anchored directly to the masonry, so that no outside corner of a chimney is more than 2 feet from a terminal. A lead-coated metal band may be used to anchor the rods if this is more practicable than direct fastening to masonry.

The perimeter rods are placed within 2 feet of roof edges, and must not be more than that distance from ends of ridges, corners, or edges of dormer roofs.

If any of our readers are particularly interested in the additional details of providing lightning protection, we'll be happy to go into it further at a later date. Your inquiries are invited.



MAINTENANCE MEMOS

Spotlight on lamp efficiency

Incandescent-lamp life and output are the direct result of the design voltage of the filament and the voltage supplied at the socket. It is important to buy lamps rated at the voltage conforming with your electrical system. Most systems have a supply voltage of 120 volts at the socket. Undervoltage increases lamp life but decreases output (lumens). Overvoltage increases light output but shortens life of the lamp. For example, a 100-watt lamp put on a socket voltage of 120 will perform as follows:

- A lamp rated at 115 volts burns about 450 hours and gives 1,900 lumens.
- A lamp rated at 120 volts burns

about 750 hours and gives 1,700 lumens.

- A lamp rated at 125 volts burns about 1,200 hours and gives 1,450 lumens.

If you want long life buy 125-volt lamps. If you want punch lighting (for show windows and displays) buy 115-volt lamps and replace more often.

Fluorescent lamps will operate at from 110-125 (socket) volts with no

effect on lamp life or output but must be operated at room temperature (about 70 degrees). Operating fluorescent lamps at 30 degrees could account for a 50 percent drop in light output. If lamps are subject to cold drafts they should be used in shielded fixtures. For use in cold areas special lamps and ballasts are available at suppliers.—*Shopping Center Reporter and Food Fair Properties*.



fibers AND fabrics

MOTHERS FAVOR WASH-WEAR FOR CHILDREN

Most mothers are satisfied with children's wash-and-wear garments, according to an Agriculture Department report based on interviews with mothers throughout the country. Three-fourths of all mothers reported their children had worn wash-and-wear garments and 62 percent of these had no complaints. Of those who had criticism, most dislike the necessity for some ironing.

About 40 percent of the mothers, asked to state a fiber preference for wash-and-wear garments, said they did not have any preference. Some 28 percent preferred cotton, 17 percent man-made fibers, and 16 percent said they liked blends.

LABEL CODE PUSHED FOR RAINWEAR

A set of colored symbols, designed to provide the home-maker with standardized laundering and cleaning instructions for rainwear, is being recommended by the International Rainwear Council for worldwide use. The symbols are a simple series of illustrations, such as a *green basin* to indicate that hot-water washing is permissible, an *amber basin with a small numeral* to denote that washing at a given temperature is safe, and *red basin* which rules out wetwashing entirely.

Similarly, a *green flatiron* indicates that hot ironing of the fabric is safe, an *amber iron* means it is unsafe, and a *red iron* denotes no ironing at all.

MAN-MADE FIBER USE UP IN DECADE

A sharp rise in the use of man-made fibers dominates the continuous rise in world consumption of all clothing fibers in the past decade, according to the United Nations Food and Agricultural Organization in its new publication "Per Capita Fiber Consumption Levels 1948-1959."

As noted in the book, world consumption of fibers rose from 8,844,000 tons in 1948 to 14,118,000 tons in 1959. Synthetic fibers increased from 34,000 tons in 1948 to 468,000 tons in 1959. North America led the world in average per capita use of all fibers with a figure of 15.12 kilograms, while Africa was at the other extreme with 1.9 kg. The individual fibers—cotton, wool, rayon and synthetics—showed a similar picture.

COATING PREVENTS FABRIC FRAYING

A new non-fray coating for cotton, wool, rayon, Orlon, fiber glass and other synthetic fibers has been announced by Java Latex Corp., New York, N. Y. The substance may be applied by dipping, roller coating or spray and dries clear and transparent. It is said to keep threads and fibers from unraveling, to be non-blocking, and resistant to dry-cleaning and laundering.

SEEKING IMPROVED COTTON RESILIENCY

Continuing efforts to improve the resiliency of cotton fiber are being sponsored for another year by the National Cotton Council. Improvements in resiliency have already been provided by chemical finishing. Dr. Leonard Smith, director of the Council's Utilization Research Division, warns that a genuine scientific breakthrough is needed to make cotton as resilient as wool.

In addition to improvements in wash-and-wear effects, research will concentrate on better drape, elasticity, warmth, hand, and resistance to matting. Over a million of bales of cotton went into chemically finished fabrics last year. Improved resiliency alone would help cotton compete with fiber markets that now consume the equivalent of 4.6 million bales.

TENNIS (DRESSES OF PAPER) ANYONE?

A British sportswear designer specializing in tennis clothes has introduced a tennis dress made of 10 percent nylon reinforced paper. Although the current selling price of \$2.10 is considered expensive, the maker nevertheless expects to sell about 1,000 costumes this year. Plans are afoot to modify production techniques to make it possible to sell the dresses for about 35 cents each within a few years.

NEW FIBERS ANNOUNCED

Super Filmtex: A line of industrial fabrics introduced by Toscony, Inc., that will support 500 to 600 times their own weight. Besides their high strength-to-weight ratio, the fabrics are described as highly fire-resistant, waterproof, oil and acid-resistant, pliable and exceptionally workable. They are made of vinyl-nylon and vinyl-Dacron.

Avril rayon: Formerly known as Fiber 40, an improved Avril rayon staple has been developed by American Viscose Corp. that is said to have greatly increased strength and toughness. Fabrics of the fiber will readily accept resin finishes for wash-and-wear applications, according to the company, with fabric strength of resin-treated fabrics expected to be 50 to 100 percent stronger than that of like fabrics made with current staple rayons or cotton. Avril rayon, now used in blouses, dresses, towels and draperies, will be tested in men's shirts.

Orlon types: Du Pont has announced the development of several new types of Orlon fibers. Orlon Sayelle Type 24 is being slated for such end uses as fine-gauge, full-fashioned sweaters and flat-knit garments. Orlon Type 28 is said to offer great stiffness, low crimp, high luster and durable slickness. Orlon Type 44 is said to have particularly good dyeability in a complete range of shades with good wash and lightfastness.

Is truck leasing a good deal?

This hard-facts article will help you decide for yourself

by HENRY JENNINGS

FOR SOME OBSCURE reason there appears to be no middle ground on this subject of truck leasing. The pros are violently pro and the cons are equally adamant. In reality the words "truck leasing" can mean anything or nothing—until you see the terms of the individual contract.

In a recent review of a nationally known company which operates upwards of 3,500 vehicles, we disposed of trucks and initiated leases at some points. At others, we terminated leases and purchased trucks. In a few cases, the same leasing company was involved. As in most things, circumstances make a great deal of difference—frequently the difference between a good and a bad deal.

DEPENDS ON CONTRACT

Within this company there were leases with and without maintenance, with and without fuel, with and without insurance. Mixed in with these were some partials—that is, where part of these expenses were paid by both parties. The prize turned out to be a contract which specified that one party assume responsibility for minor maintenance while the other was responsible for major maintenance. A curbside lawyer must have thought of that one because no one knew what it meant. In the ensuing confusion no one knew who paid for what. Litigation is now in progress over that clause.

In continuous contact with operators of large fleets, we find that their fleets are for the most part mixed leased and owned. This is as it should be. There is no particular merit to uniformity. It is far more profitable to make the best deal you can in the given location and under a particular set of circumstances. Analysis of each problem is necessary.

SERVICES RENDERED

The final object of our affection or disdain in a leasing situation is the motor truck. To evaluate the financial return on our emotion, whichever it is, we must remember that a truck has no brain. It does not know if it is owned or leased. It does not know who holds the chattel mortgage, if any, nor does it know when it is fully depreciated.

On the other hand, it does have a memory and a good one. It will respond to kind treatment by providing efficient, economical transportation even though it lacks the intelligence to distinguish who is administering the attention. It can remember from one preventive maintenance inspection to the next that it is not supposed to break down. Truck behavior is not automatic but it is at least as predictable as the company that owns the truck.

What we are saying, in effect, is that a lessor has to do everything a private fleet operator has to do to get the same result. There is no magic in his formula. For perform-

ing these services he has to make a profit. Where, then, is the bulge in favor of leasing? When is it present?

PLANTOWNER'S ATTITUDE

Before getting specific about the individual factors or combination of factors that make leasing favorable, a few words are necessary about attitude. If there is no one on the management team who has the ability and inclination to manage the fleet, then leasing is obviously indicated. Fleets do not run themselves. But in leasing, management abdicates control of the expenditure of about 20 percent of all the money it takes in.

DETAILS OF OPERATION

If we list the factors that are individually and collectively in favor of leasing, the reader must remember that if these factors are not present, singly or in combination, they are conversely in favor of company ownership. This amounts to an oversimplification but this article does not undertake to provide a Q.E.D. to any particular fleet.

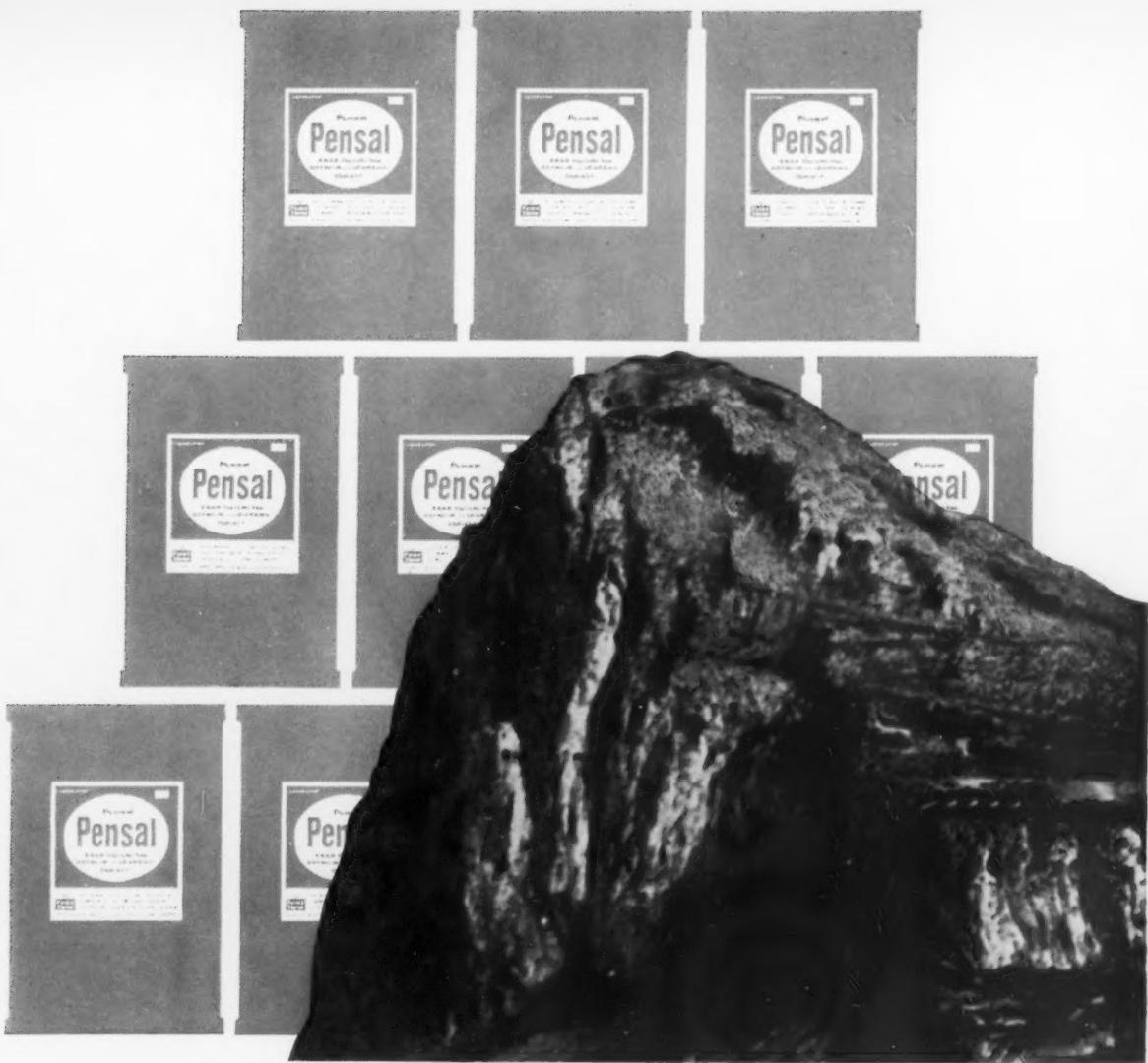
1. *Past experience*—where the experience with the fleet has been very bad. It is not unusual to find a fleet that costs about twice as much to operate as another one in the same industry and in about the same circumstances. It always takes some careful estimating to find this out because the operator of the poor fleet never knows what costs are.

Costly operation is the result of long neglect which cannot be corrected rapidly; the fleet is usually junk and so is the shop equipment. There is almost never enough treasury plasma to rehabilitate the fleet.

2. *Fleet size*. Any fleet in the 10-to-15-truck class is a candidate for leasing, especially if it is located in a metropolitan area. It is hard to justify a mechanic's wages and the shop equipment he needs for this number of trucks. The mechanic's time cannot be spread over enough hours and the equipment is not used with sufficient intensity.

The usual challenge to this condition is by the man who thinks he can have the trucks maintained by a truck dealer, economically. Unfortunately for him, experience does not support him. Some dealers have pretty good repair shops but only a handful even remotely understands maintenance as a fleet has to know it. In addition, seldom is the dealer's shop physically convenient. All this means is that the fleet is paying drivers to go and come from the dealer's shop instead of paying mechanics.

3. *Garaging*. Again in a metropolitan area, more often than not there are no storage facilities convenient to the plant. Since the cost of storage can easily amount to two or three times the cost of preventive maintenance, a close



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Is truck leasing a good deal?—*continued*

watch has to be kept here or the decimal point is going to wobble.

4. *Location.* Factor No. 3 brings up the whole point of physical convenience. For this reason and this reason only, leases were terminated in one location and others initiated to the same concern, cited earlier in this article. From 150 miles away a leasing company with no local shop was disastrous. Within reasonable proximity of this concern's own shop, leases were extremely good.

5. *Coverage.* Scattered fleets always encounter this problem in varying degrees, and that is the reason for mixed operation. A fleet consisting of a large number of trucks should not be considered as a single fleet—it is truly a number of small fleets.

In most large fleets there is no central control. The local man is in complete control. A few scattered memos from headquarters do not control a fleet.

Missing from this set of specific conditions are a number of provisions that never get written into the contract. They make pleasant conversation but they seldom make the legal document. They are not engineering. It is hard to tell what they are. Shall we start with the stability of the lessor?

STABILITY OF LESSOR

Anybody can get into the leasing business and it appears that almost everybody does. Of course, there are many big lessors who are willing to put reputations and bankrolls on the line to support their activities. There are many small ones. Unfortunately, the rapid growth of leasing has also attracted adventurers. They will eventually drop by the wayside, but they are still there.

PURCHASING POWER

Purchasing power is a good gambit to kick around. There is a simple reason for this. No one knows what you are talking about. With decentralized control, such as most large companies have, the central office contract is a joke. A recent review of a national fleet disclosed that purchasing did not know how many contracts had been signed or when, where they were, or anything else about them. Investigation showed that they had not been policed for over three years despite escalator clauses. Just add that gasoline and diesel fuel were costing much too much. This is purchasing power? It seems more like a matter of neglect. You can rest assured that a lessor knows what gasoline is costing him.

ENGINEERING SERVICE

All too often it is assumed by the company considering a lease that the lessor will provide transportation engineers to see that he gets exactly the truck equipment he should have. More often than not this is wishful thinking. Rela-

tively few leasing companies employ men capable of this work. Some of our best friends and associates are employed in this capacity by lessors but they are relatively few compared to the number of lessors who would like to lease trucks to you.

Then let's think about motivation for a moment. Suppose the lessor does have an engineer who is good at selecting trucks. He will provide you with a truck that operates economically by the mile or by the day. This hardly means that he will lie awake nights trying to figure out which truck will do the most work under your specific set of conditions.

A real study of your operation may disclose that it can be done with fewer trucks or that you can handle more work with what you have if you have certain kinds of equipment. But so far as the lessor engineer is concerned, there is no shortage of trucks. He can always lease you another one.

FINANCIAL CONSIDERATIONS

So far we have managed to stay away from the purely financial side of raising money to buy trucks. There is so much sophisticated financial fiction making the rounds these days that we hesitate to add to it. Naturally, the aggressiveness is on the side of leasing, and this has brought about a condition where perhaps someone should light up the sign "tilt" and start all over again.

One of the attractive presentations the leasing people like to make is a comparison of the balance sheet of a company that owns its trucks and one in similar circumstances except that it leases its trucks. Obviously, the ratio of current assets to current liabilities of the company owning its trucks is not as favorable as that of the one leasing its trucks. This is the old story of freed capital with a fistful of cash. What they neglect to point out is that the way to have the most cash is to liquidate the business. Then presumably invest it in another business.

It is also suggested that banks will not lend money unless this ratio is outrageously favorable. Limited experience with banks indicates that they are more interested in what you want the money for and the trend of your financial flow.

Also neglected is the fact that if you buy trucks and they last eight years, you probably depreciate them in five. During the last three years there is an increase in the cash position of the company which amounts to a reserve for the purchase of new trucks. If we get as cynical as some of the others, new trucks are three-fifths paid for when they are purchased. In this case, the balance sheet has a new look.

Of course, if you blow the reserve on a trip around the world, you will probably have to lease trucks when you get back. □□

Three in One...



Three in One...

NOW...AT LAST!

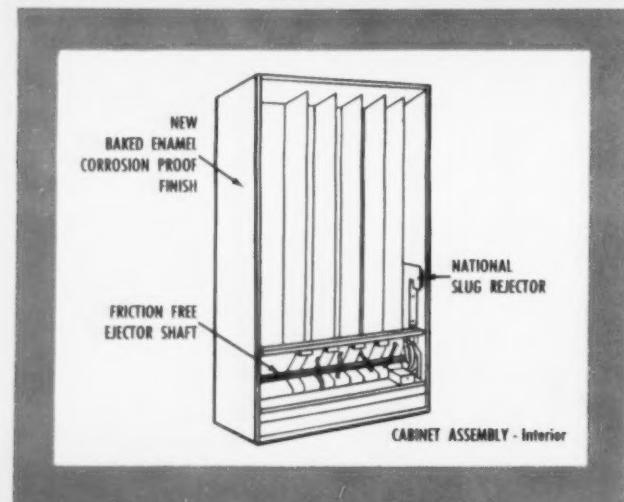
ALL THREE

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IN ONE VENDER!

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Our cover girl is Barbara Roth . . . three in one . . . blonde, brunette and red head . . . thanks to a switch of hair and gown.



This dispenser has been specially designed to meet every coin-operated laundry need . . . 58 nickel packages of time-tested and proven LAUNDRY MAID DETERGENT. 58 nickel packages of fast selling . . . fast acting LAUNDRY MAID BLEACH. 58 nickel packages of LAUNDRY MAID STARCH. Also available in the two-load ten-cent size with 36 boxes of detergent, 36 boxes of bleach and 18 boxes of starch.

These new features—with the AUTOMATIC SERVICE AND SUPPLY CO., INC. unconditional guarantee, are in every model King-Vend.

*Striking new design
for individual product venders*



WARRANTY FOR THE KING-VEND DISPENSERS OF NEW LAUNDRY MAID PRODUCTS

Dispenser parts or the entire dispenser will be replaced on an exchange basis, FOREVER—NO CHARGE, if for ANY REASON they become defective. This warranty is in effect FOREVER if the dispenser is used only for the dispensing of NEW LAUNDRY MAID Products.

**NO OTHER MANUFACTURER
WILL MAKE THIS STATEMENT.**

Merchandising authorities were consulted—no expense spared—to help you sell *MORE LAUNDRY MAID* products. Individual product dispensers have taken on a new look. This striking new design was created after months of research and study . . . created to attract more people to buy more products in your establishment. These new and improved KING-VEND dispensers are ready to go to work for you now.

DISPENSERS AVAILABLE IN THE FOLLOWING SIZES

Model 25 Selector—Vends 58 5¢ Detergent, 58 5¢ Bleach, 58 5¢ Starch
 Model 15 Selector—Vends 36 10¢ Detergent, 36 10¢ Bleach, 18 10¢ Starch
 Model 20-D—Vends 116 5¢ Detergent. Model 20-B—Vends 116 5¢ Bleach
 Model 20-S—Vends 116 5¢ Starch
 Model 11-D—Vends 72 10¢ Detergent. Model 11-B—Vends 72 10¢ Bleach
 Model 11-S—Vends 72 10¢ Starch
 Model 10-D—Vends 36 10¢ Detergent. Model 10-B—Vends 36 10¢ Bleach
 Model 10-S—Vends 36 10¢ Starch



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CONTROLLED SUDS DETERGENT

Here is top-grade washing that highlights colors . . . rinses completely. LAUNDRY MAID contains that special brightener that gives clothes the cleanest sparkle under the sun. Controlled suds LAUNDRY MAID Detergent was designed for agitator or tumbler type washers and there is just the right amount for a washer load in each side of the divided ten cent box, just enough for one washer load in the five cent box.



DRY BLEACH

Here is a completely new type of active bleach that releases the proper amount of bleaching "action" at a controlled rate. It has been especially designed to be placed in the washer at the beginning of the washing cycle . . . added at the same time as the detergent. LAUNDRY MAID Bleach goes to work on stains and dirt . . . not on color or cloth . . . the action stops after the dirt is gone . . . never a danger of over-bleaching.



INSTANT STARCH

The cold water starch that needs no cooking or boiling water . . . ready in an instant . . . the extra convenience that your customers appreciate. Each side of the ten cent box is just the right amount of starch for three quarts of water . . . or a total of six quarts of starch . . . of course, the nickel box holds one-half this amount or just enough for three quarts of fine LAUNDRY MAID Starch.

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New Orleans Officers

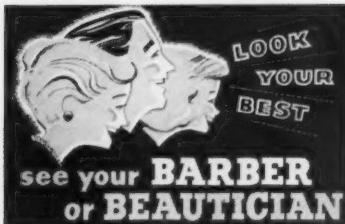
Shown here are the recently elected officers of the New Orleans Laundry and Cleaners Association. From left: seated, Julian Mistretta, president, and Fred Hom, vice-president. Standing: Donald Bagert, secretary, and Donald Alessi, treasurer.

Maryland-D.C.-Virginia Meeting Scheduled

The spring convention of the Maryland-District of Columbia & Virginia Laundry Owners' Association will be held on April 10-12 at the Greenbrier Hotel, White Sulphur Springs, W. Va. An association car on the C & O Railway leaves Washington on April 9 at 4:35 p.m. The train will leave White Sulphur Springs at 8:37 a.m. on April 13. A block of rooms has been reserved for the group at the hotel.

All Fabric Handbook

The "Handbook on Fabric Care," by Mrs. Anne Sterling, national home counselor for the American Institute of Laundering, is being issued in a sample edition. The 24-page booklet contains hints on home treatment of various simple stains; rug and carpet care; hints on clothing care, curtains and draperies; background information on drip-dry and hints on buying. The back page is reserved for the sponsoring laundry's own imprint.



Next Month's Linen Supply Poster

"Look Your Best . . . See Your Barber or Beautician" is the message carried on the April poster of the Linen Supply Association of America's public relations poster program. The poster is an added service to one of the industry's largest customer groups.

Diaper Service Committeeman

Jack Scharff, operator of Model Baby Diaper Service, Memphis, Tenn., has been appointed to the National Promotion Committee of the Diaper Service Industry Association. He will help direct a continuing nationwide program of public service, research and public relations for the industry.

See Europe With All

The American Institute of Laundering is sponsoring a five-week tour to seven countries—France, Spain, Portugal, Italy, Greece, Turkey and Austria—featuring conducted tours, sightseeing trips, laundry tours and laundry meetings. Main stops will be in the capitals of each of these countries but there will be side excursions in each country visited. Fee is less than \$1,500 per person round trip from New York and includes travel, hotel, meals and the specially conducted tours.

Those interested may write Thos. Cook & Son, 175 Post St., San Francisco, Calif.; A.I.L. European Tour, American Institute of Laundering, Joliet, Ill., or Charles M. Smith, Trip Chairman, 1001 Madison Ave., Montgomery, Ala.

Coin Operators Schedule Conclave in New York

The National Association of Coin Laundry Equipment Operators, Inc., has scheduled a meeting of its entire membership on June 23 in New York City. The allied members of NACLEO are expected to participate, also, while affiliated organization members will be invited to attend as observers. A committee composed of Harold Fisher, New York, chairman; Gerald G. Wolfe, Boston, and Lew N. Lewis, Baltimore, has been appointed to arrange the details of the meeting.

At a recent meeting of general members, Mr. Fisher, Mr. Wolfe, Martin Slutsky of Chicago and Milton Schachter, Chicago, were elected to serve for three-year terms on the board of directors. Officers elected are: Mr. Slutsky, reelected president; Frank A. Barsocchini, San Francisco, vice-president; Larry S. Fowler, Denver, secretary, and Mr. Schachter, reelected treasurer.

California LM's Choose New Leaders

The Institutional Laundry Managers Association of Southern California recently elected Harry Frogge president. Roy Mercer was elected vice-president and Lewis George was elected secretary-treasurer.

June Sees End of Term for Two Directors

The terms of members of the AIL's board of directors from Districts 3 and 10 expire in June. David P. Wallace, Jr., Progress Laundry and Dry Cleaning Company, Dallas, is the present director of District 3, which takes in New Mexico, Oklahoma and Texas.

District 10, made up of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, is presided over by Forrest I. Neal, Jr., Old Colony Laundries, Inc., Quincy, Mass.

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SELF-SERV *Rapid Kleen* »»»

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MINIMUM 'DOWN'-TIME with quick availability of standard stocked parts and efficient, nearby, long established service centers.



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now designed to your NEW PROFITABLE COIN-OP Drycleaning Market.

**DRYCLEANING DESIGNED
WITH COIN-OP *in mind*...**

YOUR DRYCLEANING SKILL AND OUR TECHNICAL EQUIPMENT KNOWLEDGE
COMBINED . . . TAKES THE GUESS OUT OF THIS OPERATION.

TAILORED TO YOUR EXACT NEEDS!

*Versatile floor arrangements for greater space utilization
Units easily added to meet growing capacity needs*

WE SELL DOLLARS

**with LOWER INITIAL INVESTMENT
LESS OPERATIONAL TIME
LOWER COST PER POUND
LOWER BREAK-EVEN POINT**

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FRESH NEWS FROM INTERNATIONAL:

a new 4-cylinder engine delivers 90 hp. in the new Metro-Mite®

—more power per pound than any other truck with a 4-cylinder engine in the multi-stop field. For longer routes, INTERNATIONAL presents the brand new model CM-110 with 8 ft. body, powered by the same new engine or by a time-trusted INTERNATIONAL six (optional). Metro-Mite or special Metro®, you can't buy an easier-to-service truck.

Read how both are built to *save you money*.....



INTERNATIONAL® TRUCKS

New 4-cylinder 152 cu. in. engine saves you money because its 90-horsepower lets you cruise over your route without strain or excess wear.

New transmission with floor-mounted stick saves you money because there's less downtime for repairs: parts are husky and long-lived. For severe service, choose the optional heavy-duty 3 speed transmission.

New roll-out servicing of engine, axle and transmission saves you money by speeding up routine maintenance time. Loosen six bolts and pull out this "power package" as one component. Your INTERNATIONAL spends less time in the garage, more time on the route.

Unitized body saves you money because it weighs less than framed units. Tire life and gasoline mileage

improve. Body is single-walled, so there's no place for moisture to collect and cause rust.

Big loadspace saves you money because every trip can carry a profit. Metro-Mite has 200 cubic feet—room for 120 suits and dresses with room for boxes of finished laundry and your pick-ups. For longer routes, model CM-110 has 250 cubic feet in an 8-foot body and 70-inch interior height, with 2000-pound capacity.

Anti-corrosion treatment saves you money because body and underparts won't rust out. First they get a phosphate bath that makes paint grip tight. Vulnerable areas are zinc-coated. Most exposed areas get a chassis black spray coating on top of the zinc. Then the whole underbody is given an INTERNATIONAL-developed undercoating that won't bubble off.

Your customers will have more reliable service with this new Metro-Mite or new special Metro. See your INTERNATIONAL Truck Dealer or Branch for details on all their features.



Model CM-80

WITH METRO BODIES

International Harvester Company, Chicago • Motor Trucks • Crawler Tractors • Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors



electronic brain enable TROY TO FOLD LINENS MORE

One TROY Fleximatic Air Jet® Folder has cut labor costs over \$100 a week, reports Joseph Vissicchio, president of Terminal Steam Laundry, Glendale, N.Y. Commercial laundries often find labor savings and increased production pay for a Fleximatic within 2 years' time. The Air Jet Folder also contributes to improved working conditions by requiring less physical exertion for the operators.

AMAZING "ELECTRONIC BRAIN" FOLDS EVERY PIECE PROPERLY — An ingenious controller on the TROY Fleximatic measures the linens, determines location of two folds and directs the actual folding 100% automatically. Only TROY Fleximatic uses quick, efficient jets of air for positive, fast-folding without the wear on linens caused by blade-type folders. This modern, simplified design prevents costly shutdowns.

NEW FOLDING FLEXIBILITY HANDLES ALL SIZE LINENS — TROY Fleximatic takes linens from 24" to 108" long (longer lengths also) and from 20" to 120" wide directly from any ironer. Pieces not to be folded can be bypassed by manual or automatic means in any or all lanes. Accessories are available for folding bib aprons with strings. Only TROY offers 1 to 6-lane models with individual folding controllers for each lane. Small piece stacker accessory available.

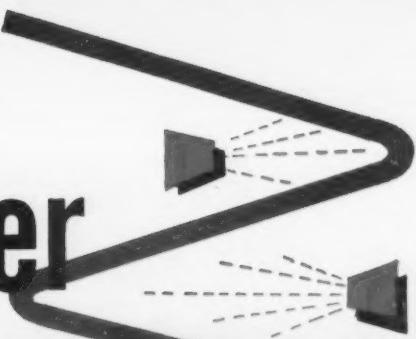
3 in 1

TROY WX® combination is a washer, extractor and conditioner in one compact machine. Exclusive BIFURCATOR® Duct Fan exhausts excess moisture to precondition loads. Available in 100, 200 and 375 lb. models.



and jet power **FLEXIMATIC® FOLDER**

EFFICIENTLY AT LESS COST



TROY Fleximatic Air Jet Folder giving sheets two folds at Terminal Steam Laundry in Glendale, N.Y.

Troy®

TROY LAUNDRY MACHINERY DIVISION OF
American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

Divisions of American Machine and Metals, Inc.
TROY LAUNDRY MACHINERY • RIEMLE TESTING MACHINES • DE BOTHEZAT
FANS • TOLhurst CENTRIFUGALS • FILTRATION ENGINEERS • FILTRA-
TION FABRICS • NIAGARA FILTERS • UNITED STATES GAUGE • RAHM
INSTRUMENTS • LAMB ELECTRIC COMPANY • HUNTER SPRING COMPANY
GLASER-STEERS CORPORATION

FOR COMPLETE DETAILS, SEE YOUR TROY REPRESENTATIVE
— OR SEND COUPON AT ONCE —

TROY LAUNDRY MACHINERY, Dept. LJ-361
Division of American Machine and Metals, Inc., East Moline, Illinois
Please send me full details on TROY FLEXIMATIC AIR JET Folder.

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____ STATE _____

CONVENTIONS

Linen suppliers make ready for big Miami show next month



B. B. Goldstein of Sanitary Linen Service, Miami, has been named general convention chairman for the 49th annual convention and exhibit of the Linen Supply Association of America. Mrs. Goldstein is chairman of the women's committee



TENTATIVE program arrangements and names of committee members for the 49th Annual Convention and Exhibit of the Linen Supply Association of America have been announced by Joseph A. Robertson of Lawrence, Mass., LSAA president.

The convention will be April 30-May 4 at the Fontainebleau Hotel, Miami Beach, Florida. Attendance of 1,000 delegates from throughout North America is expected.

Theme of the meetings will be "The Future Will Be Different."

Mr. Robertson named B. B. Goldstein of Sanitary Linen Service, Miami, general chairman of the convention, and Mrs. Goldstein chairman of the committee in charge of women's activities.

Messrs. Robertson and Goldstein reported that planned highlights of the convention and exhibit will include:

—A special pre-convention meeting for veterans of 25 years or more in the linen supply industry. A nationally famous educator is expected to speak before this group.

—Talks and workshops on such new market activities as shirt rental, use of synthetics and air blowers, by top authorities on these subjects.

—Reports on and exhibits of developments in the LSAA research program. Among items to be shown will

be an automatic inspection device for stains and holes, automatic continuous towel winder, and continuous cloth counter cover.

—Panels and workshops on hospital selling, working with architects, and dust control. Other parts of the program will be devoted to the Wage-Hour Law, water pollution problems, Unfair Trade Practices Act, antitrust developments, sales training and management practices.

—Election of new officers.

—Cabana chats—or workshops—devoted to "nuts and bolts" problems of the linen supply industry.

—Premiere showing of the new sound, color movie on linen supply.

Mr. and Mrs. Goldstein named the following committee members:

Convention committee: Irving Berlin, Florida Linen Service, Miami; William S. Erwood, James Neal and Peter Vamvaks, all of Dania-Riverside Laundry & Linen Supply, Inc.; H. Farkas, Best Linen Service, Miami; C. Fox, Edward Marx and J. H. Skelton, all of Fort Lauderdale Linen Service, Inc., Fort Lauderdale.

Also, Sam A. Goldstein, Sanitary Linen Service, Miami; Alvin S. Gross, Broward Linen Service, Fort Lauderdale; Harry Herskowitz, Isador Herskowitz and J. Herskowitz, all of City Linen, Coat & Apron Supply Service, Inc., Miami; Lawrence C. Kline, Vogue Laundry & Cleaners, Miami Beach; Stanley Kruse, Sanitary Linen; Ernest Limmiatis, Riverside Laundry & Linen Supply, Miami.

Also, Fred Limmiatis, Riverside Laundry; Bill Mercer, Warren Laundry & Dry Cleaners, Inc., Fort Lauderdale; George E. Morgan, Miami Laundry Linen Supply Co., Inc., Miami.

Women's committee: Mrs. Berlin, Mrs. Erwood, Mrs. Farkas, Mrs. Fox, Mrs. Goldstein, Mrs. Gross, Mrs. Harry Herskowitz, Mrs. Isador Herskowitz, Mrs. Kline, Mrs. Kruse, Mrs. Ernest Limmiatis, Mrs. Fred Limmiatis, Mrs. Philip Limmiatis, Mrs. Marx, Mrs. Mercer, Mrs. Morgan, Mrs. Neal, Mrs. Skelton and Mrs. Vamvaks. □□

Gophers smash attendance record

A RECORD 542 members of the Minnesota Institute of Laundering and Cleaning turned out for the annual convention at the Hotel Nicollet, Minneapolis, January 14 and 15.

Everyone wanted to know about coin-ops and, as always, they were interested in learning about new techniques and quality control.

Coin-Op Cleaning: John Barlow of Barlow's, St. Joseph, Michigan, told about his year's experience in the coin-operated drycleaning field. He said his machines average 12.3 eight-pound loads per day. And that his over-all cost per cycle is 35.9 cents. This figure includes electricity, solvent, detergent, clarification with a sniffer.

(Without the sniffer, he estimates costs would run closer to 51 cents per load.)

There have been no claims to date since customers appreciate the bargain price of \$1.50 per load and tend to accept responsibility where there are shortcomings.

"The average coin-op load translated in terms of our base prices for standard drycleaning," said Mr. Barlow, "is about \$6.50. But I have seen loads containing as many as 20 sweaters on which a customer estimated she saved about \$14."

Creative Selling: Paul Jacobsen, Walzerstein Company, urged members to use their imagination to make their promotion and advertising programs more appealing.

He suggested that drycleaners wake up to the fact that they have to educate the public, impress them with their professionalism and explode old myths about drycleaning. The best starting point, he said, was to read the NID report on customer motivation.

As an example of creative advertising he showed a slide of an operator working a steam-air finisher. The title for the ad read: "We don't crush your garments, we give them love pats with a pillow."

Human Relations: In his talk, "People Are Your Business," sales management consultant Victor Oakley suggested that an awareness of people and their motivations was essential to the success of any business operation.

"The only way to get people to work together," he said, "is to get a good grip on the common denominators of human behavior and pull." Here is his list of five basic common denominators of human behavior: (1) Everyone wants to do the right thing, (2) everyone wants to find better techniques, (3) everyone has pride in his workmanship, (4) everyone wants to "belong," and (5) everyone wants to earn the respect of his fellows.

The following MILC officials were re-elected to a second term of office: Roger Foussard, Model Laundry, St. Paul, president; G. Raymond Thiss, Lawlers Cleaners, Rochester, vice-president, and Lester J. Meyers, Meyers Cleaners, Glencoe, secretary-treasurer.—Tom O'Neill



Murray Cohen, president of Consolidated Laundries, officially opens Forum at the Hotel Commodore



James Morris, Alex Kauftheil and William Markowitz, veteran 40-year employees of Consolidated Laundries receive shares of stock and service certificates from President Murray Cohen

Consolidated looks to new horizons

Three hundred and forty members of Consolidated Laundries Corporation's management and supervisory personnel met at the Hotel Commodore in New York City January 14 for a day-long session during the company's tenth Management Forum.

President Murray Cohen officially opened the Forum with an address based on the Forum theme, "New Horizons in the 60's." He stated that he believed that 1961 would be a banner year because of plans that have been laid. He pointed out that the growth and development of Consolidated Laundries during the past 20 years has been due to the work of many people, and stressed the importance of serving customers properly, at a fair return.

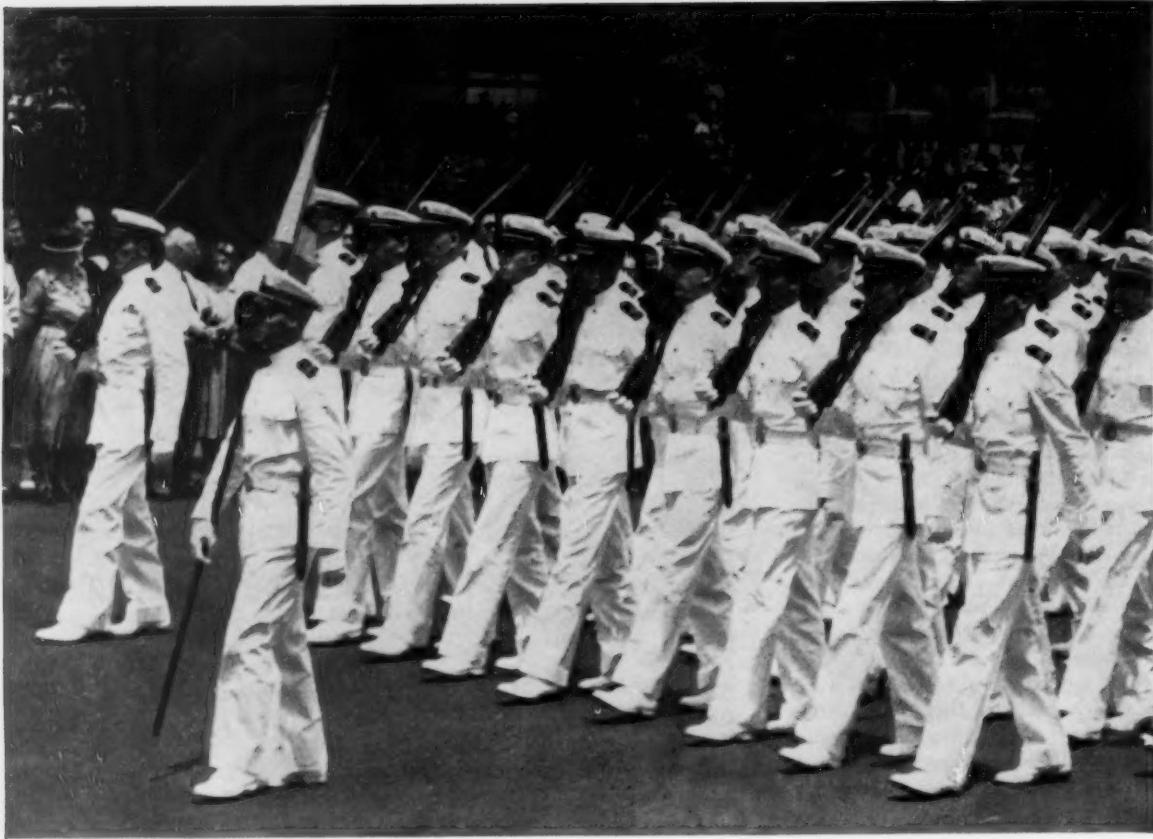
A. J. Tartaglia, appointed treasurer in 1959, told the group his advancement to treasurer from an auditor 15 years preceding showed the excellent

promotion possibilities within the company.

Kermit Hiller, general manager of the Industrial Division, stressed the importance of new ideas, creative thinking, flexibility and adaptability.

Visual and auditory aids were used wherever possible during workshop sessions. Tape recordings of actual telephone solicitation methods were presented and one of the highlights of the day was a fashion show where a live model presented various fur styles.

Guest speaker, Les Cross of the Management Institutes of New York University and Rutgers and a specialist in management-employee relations, discussed ways of achieving good management-employee relations. He spoke of the importance of the teamwork approach wherein management and labor unite on common grounds to accomplish mutual goals.—Mildred Kovacs



OFFICIAL U.S. NAVY PHOTO

FRESH! CRISP! UNIFORM!

...the feel of a modern Pennstarch finish*

Garments snap to attention when you give them a uniform, satin-smooth, Pennstarch finish. Your customer will take greater pride in his outfit . . . and you'll win citations galore for your service.

Get in step with this modern way to starch. Modern Pennstarch will save you time, trouble and money in your washroom. It's *specially formulated wheat*—no cooking needed! Just add it dry-to-the-wheel—and whoosh! you get split-second dispersion. Packed in easy-to-handle, easy-to-store 50-pound bags. Call your Pennsalt distributor today.

*Trademark of Pennsalt Chemicals Corp.
Composition Patent Pending

Laundry and Dry Cleaning Department
PENNSALT CHEMICALS CORPORATION
East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



with **HUEBSCH**

you keep them **SOLD!**
...coming back for **MORE!**



More Customers Prefer Huebsch Tumblers Than Any Other

1 HUEBSCH TUMBLERS ARE DEPENDABLE

Huebsch tumbler-dryers are known for their dependability. The simple gearless drive, sealed bearings and sturdy cabinet construction eliminate costly attention. Fifty years' experience in manufacturing commercial laundry and dry cleaning equipment dictate many of the "added-strength," "quality-plus" features.

2 HUEBSCH TUMBLERS ARE ATTRACTIVE

Women prefer the uncluttered look of Huebsch units. Sturdy bumper and kick plate protect appearance from unsightly marring. Huebsch tumbler-dryers come in a choice of many colors.

3 HUEBSCH TUMBLERS ARE EASY TO OPERATE

Huebsch tumbler-dryers are guarded with the latest safety controls and features. Customer controls are within easy reach...easily set...easily understood. Customers need not concern themselves with cleaning the lint screen. Convenient loading through large door which opens and closes at a touch.

4 HUEBSCH TUMBLERS DRY CLOTHES "JUST RIGHT"

Easy to use temperature selector offers a wide range of temperatures for various fabrics. The large Huebsch cylinder with the big 37" drop results in fluffy, wrinkle-free drying.

HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

FIRST IN TUMBLERS...FIRST IN FEATURES

A.I.L. Convention—*continued from page 23*

in an additional \$1,000 a year profit that we otherwise wouldn't have.")

Costwise, the expenditures weighed against total sales run as follows:

Rent	9.50%
Sales labor, including	
supervision	12.75
Utilities and telephone ...	6.25
Total Operating Costs ..	28.50%

This figure includes the cost of water, gas and electricity used by the coin-operated laundries. It does not include any costs connected with the processing of drycleaning in the two cleaning plants. However, fair allowance of costs has been made in these two plants for sales labor, space used for sales, and the necessary utilities.

There are 10,000 square feet of floor space in Royce-Superior's stores.

Approximately 4,300 square feet are used for professional laundry services. This space costs 5 cents per square foot per week and it provides an income of 90 cents per square foot per week or 5½ percent of sales in the professional services.

The balance of 5,700 square feet is used for coin-op laundry service. This space also costs 5 cents per square foot per week but the income is 21 cents per square foot per week or 23.8 percent of coin-op sales.

Says Mr. Hamilton: "It seems to me our industry should serve as many people as possible. To do this we should provide multiple services in centers conveniently located to our customers."

Commercial Accounts: T. C. Allin, New York Laundry, Jacksonville, Florida, described the three fundamentals of winning and holding hotel and motel business as the three S's—Selling, Servicing and Satisfying.

His suggestions for accomplishing these ends ran the gamut from knowing your product and its worth to helping customers design linen shelves. He advocated preplanning a day's work and the necessity of maintaining a cheerful, positive, helpful attitude. One of his company's novel solutions to customer complaints on stained linens is to have customers put them aside until they accumulate 25 unacceptable items. These are then collected and rewashed free of charge.

Truck Fleets: A. E. Friedgen, A. E. Friedgen, Inc., New York City, talked on "Delivery Economies and Their Profit Equivalents." The gist of his message is summarized in the charts shown elsewhere in this article.

SALES PROMOTION TECHNIQUES

Route Management: Complete revamp of route system through supervision, mechanization and "manualization" has resulted in increased sales, decreased costs over the past three years, according to Richard K. Newman, Sparkle Cleaners, Launderers & Furriers, Bakersfield, California. Key to the improvement has been the issuance of a route manual to each man, in which every move he's required to make is proceduralized for him. Daily route sales meetings are held to teach and reteach the principles outlined in the manual.

Physically, the routemen's chores have been eased by the addition of newly designed storage racks, making the loading and unloading operations more convenient to the plant doors, installation of addressograph machines on special truck racks, providing a special table where the men can make out daily report forms, etc.

Finally, frequent contests and promotions are run, tied in with printed

handouts on specials, to stimulate sales activity on both prospects and regular customers.

Ad Campaigns: Operating on the theory that "advertising will lead your customers to water, but it is the routeman who makes them drink," Robert Birer, Stapleton Laundry Service Corp., Staten Island, New York, related how his firm coordinates advertising with route selling. As an example, direct-mail pieces are sent to potential customers a week prior to personal solicitation, thereby conditioning the householder to the salesman's approach.

One of Stapleton's promotional stunts was its Quarter Century Club in which the names of 125 customers who had been steady for 25 years or longer had their names printed in local newspapers as part of a testimonial to Stapleton. The ads featured photos and statements of the customers, and these were also tied into shirtbands, handouts, truck advertising, etc.

In another promotion, the firm's Red Cap program had all supervisors and routemen wear red caps. Ads in various media headlined copy with "Watch for Your Red Cap Solicitor." Still another series of newspaper ads consisted of blown-up aerial photos of

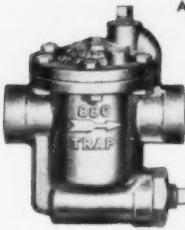


"I'm glad he's a self-made man. I couldn't stand another like him!"

Ask The Man Who Owns Some!



Armstrong Standard
Side-Inlet Side-Outlet
Steam Trap



Armstrong Steam Trap
with Built-in Strainer



Armstrong Steam Traps cost you less because they last longer with less maintenance, and they don't leak steam

Ask anyone who has used Armstrong traps for any length of time—he'll tell you that Armstrongs are the most economical traps you can buy. Not only in terms of low initial cost—but also in average annual cost over the years. 40% less maintenance with Armstrong traps is the average of reports from users taken over a period of years . . . up to 30% savings in fuel.

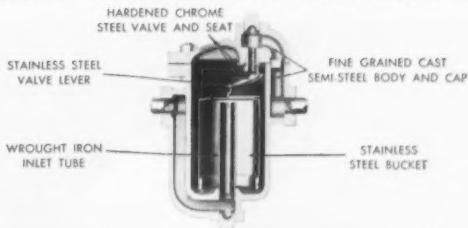
With the Armstrong inverted bucket design, *no steam reaches the discharge orifice*. Yet condensate and air are removed continuously as fast as they reach the trap, keeping your equipment really *hot!* Armstrong steam traps last longer, but naturally they don't last forever. When they do wear you *don't have to buy new traps.* Just put in a new mechanism without even removing the trap body from the line.

So don't be satisfied with claims—ask people who've compared Armstrongs with other traps *in use.* Your local Armstrong Representative will be glad to show you cost-saving reports from other laundries who have benefited with Armstrongs. Call him today—there's no obligation.



ARMSTRONG STEAM TRAPS

DESIGN AND CONSTRUCTION THAT LAST!



GET THIS HELPFUL BULLETIN

8-page Bulletin 1931, written especially for laundry and dry cleaning men, tells how Armstrong traps can help you make more profit. Also contains reports from satisfied Armstrong users; describes advantages of "unit trapping" method; tells what trap to use for every machine in your plant; gives prices and specifications of Armstrong traps.

To get your free copy, just call your Armstrong Representative, or send the coupon today.



ARMSTRONG MACHINE WORKS
8322 Maple St., Three Rivers, Mich.

Send me a copy of Bulletin 1931

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

A.I.L. Convention—*continued from page 56*

various sections of Staten Island to be covered by solicitors on certain days. The copy invited the readers to pick out their own homes in the photos. (Full details on the above promotions were carried in the March 1959 issue of *THE LAUNDRY JOURNAL*.)

Still another direct-mail "door opener" was a consumer laundry checklist on which the woman could check off the services that interested her, indicate when she would like to have a salesman call, and mail the card back to the firm.

Personnel Training: According to Maynard Garfield, laundry sales consultant from Skokie, Illinois, laundryowners shouldn't expect their route salesmen to know how to solicit unless they themselves take enough interest to get out and show them how to do it properly. Management should see for itself how their supervisors and routemen sell and what problems they encounter in order to be more helpful.

Dynamic Selling: "Successful salesmen have formed the habit of doing things the unsuccessful salesmen don't like to do." This was the important message delivered by salesman-de luxe Bill Gove, president of the Bill Gove Organization, Coral Gables, Florida, whose presentation was as entertaining as it was instructive. Everyone is afraid to solicit at first, he stated, but experience and attention to detail help overcome fear.

Periods of business recession should not faze a good salesman, he pointed out, because most salesmen gripe and slack off during these times, affording a golden opportunity for the good ones to move in and make gains.

In dealing with a customer, Mr. Gove offered these five "selling sentences" or approaches: (1) I have a gift for you; (2) What do you think? (3) Others tried it—they told us; (4) Don't worry—I'll take care of the details; (5) I suggest . . .

Quality Counts: Bill McBrien gave a report on Holland Laundry's five years experience with a quality control program. The gist: Quality can definitely be improved if you are willing to spend the time and money it deserves. For further details see Mr. McBrien's own story in this issue.

Merchandising: Richard Lutts of Salem (Massachusetts) Laundry gave a talk on "Mixing Merchandising With Service" which is also reprinted in this issue.

IMAGE MAKERS AT WORK

Mrs. Anne Sterling, AIL National Home Counselor, summarized some of the projects that plantowners across the country have undertaken under the PR for PL program. Then she described the first Home Counselor Workshop and showed slides to illustrate the enthusiasm that abounded. Later Mrs. Sterling introduced three

Continued on page 64

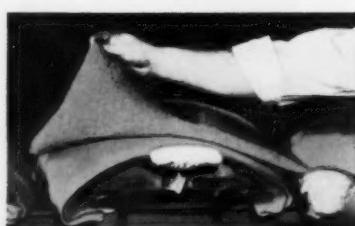
"Best time I ever had at a laundry— they use 24-K Press Padding



by **JOMAC!**

Golden 24-K on your bucks makes a big difference in the kind of work you can turn out . . . a sure way to build repeat business. Its loop pile gives extra absorbency, "imbeddability," scorch resistance, and long life. Guaranteed to outlast double-faced flannel or your money back. Write today for the name of the 24-K distributor nearest you. Address Jomac Inc., Philadelphia 38, Pa., Dept. I.

Regular Jomac "54" and "33" also available, if preferred



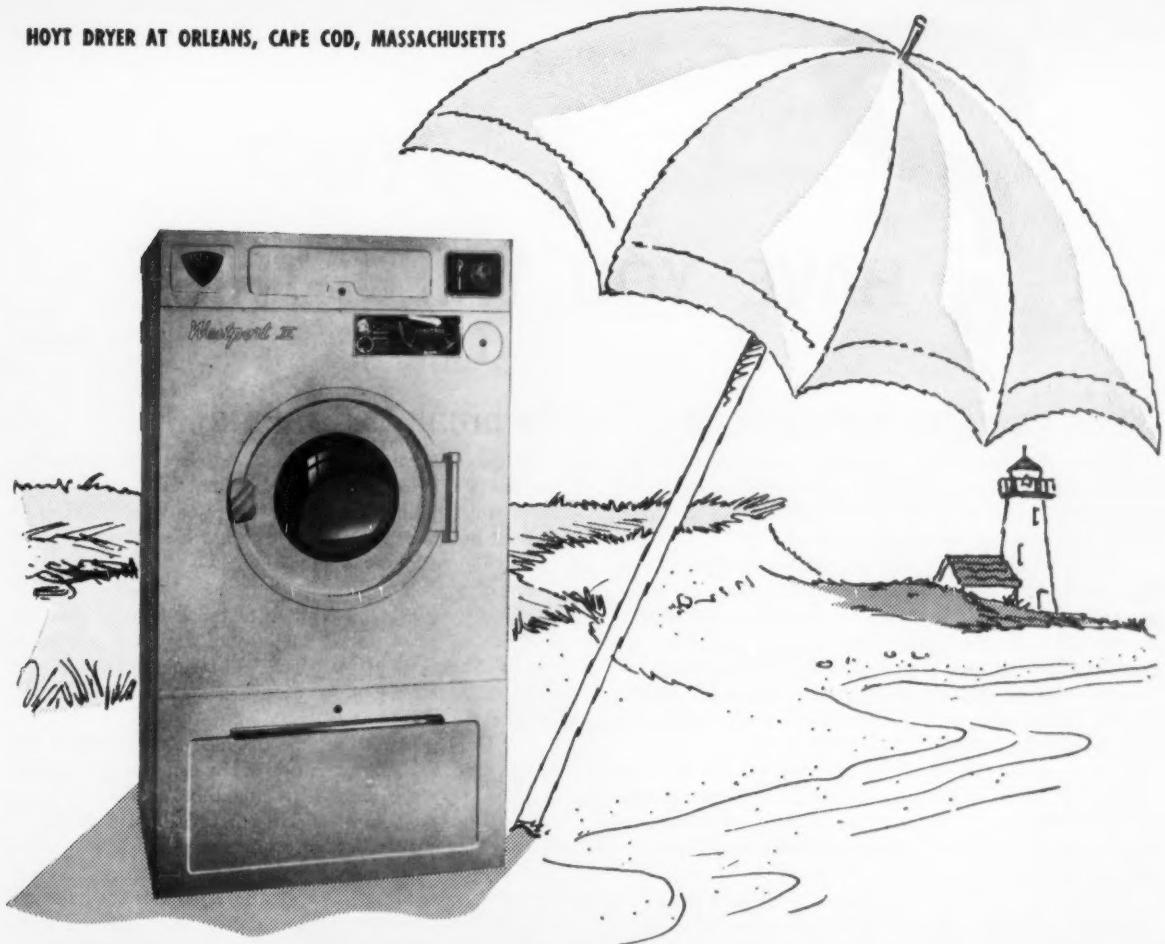
"Bucks never had it so good"

24-K PRESS PADDING



by JOMAC

HOYT DRYER AT ORLEANS, CAPE COD, MASSACHUSETTS



"WOMEN FROM ALL OVER AMERICA PRAISE HOYT DRYERS FOR THEIR SOFT, FLUFFY DRYING"

SAYS ERNIE ERNST OF MAYTAG COIN-O-MATIC, ORLEANS, MASSACHUSETTS

"During the summer we handle 600 wash loads a day", says Mr. Ernst, manager of Maytag Coin-O-Matic on Cape Cod.

"The women come here from all over America and they have used many types of dryers. They often comment on the soft, fluffy drying of the Hoyt Dryers, and also say that they dry faster at lower cost".

The exclusive Hoyt Loadtrol is the secret to the above statement by Mr. Ernst. As it can be regulated to give just the right "drop", according to the load, clothes are sure to be tumbled properly, avoiding harshness, wrinkles and minimizing ironing. Also, there is no chance of abrasion from the clothes riding around the basket rim.

Among other features of Hoyt Dryers are giant, self-cleaning Lint Filters, which assure a con-

tinuous flow of air; especially designed gas burner which cuts gas bills.

Hoyt Dryers are smartly designed and are available in a range of attractive colors to harmonize with any color scheme.

Hoyt features are also incorporated in products sold by other manufacturers. When you buy, insist on them.

Write for Bulletin T-1

HOYT

WESTPORT, MASSACHUSETTS • IN CANADA: HOYT MANUFACTURING, LIMITED, TORONTO

AUTOMATIC DRYERS

RECLAIMERS

SNIFF-O-MISERS

• DISTRIBUTORS IN PRINCIPAL CITIES



HAVE YOU TRIED THIS

by TED POLLOCK

When you give instructions

Whether it's breaking in a beginner or explaining a new procedure to an old hand, at one time or another we are all required to be teachers. If you want your instructions to "take," try this proven six-step formula:

1. Lead from the known to the unknown. People learn best when they begin with the familiar, then gradually move on to the new. For example, a foreman might explain the operation of a new machine to his men this way: "It's like driving a car. Just as you must depress the clutch before shifting gear (*the known*), on this machine you have to flip the power switch off before inserting the metal strip (*the unknown*)."

2. Move from the simple to the complex. As we learn something new, confidence in our ability to learn still more increases. Hence, it's a good idea to begin with material your "student" can easily grasp, gradually introduce more difficult instructions.

3. Keep it positive. The mind is a tricky mechanism. Tell it *not* to do something and in the process of trying to remember the prohibition, it may tense the very muscles that should be relaxed. Thus, if you say, "Miss Jones, don't mail this letter before 5 o'clock," it's even money that Miss Jones's brain will erroneously associate the phrase *before 5 o'clock* with mailing the letter. Far better to keep your instructions positive and say, "Miss Jones, mail this letter after 5 o'clock."

4. Demonstrate. Psychologists estimate that 85 percent of *everything* we know is learned through our eyes, only 10 percent through our ears. That's why verbal instructions accompanied by demonstrations are so much more effective than verbal instructions alone. Whenever possible, therefore, *demonstrate* your instructions and have your "student" imitate your performance. If demonstration is not possible, introduce eye appeal with charts, models, drawings, diagrams, written instructions, etc.

5. Encourage questions. Be suspicious if there are *no* questions after you have given instructions. If necessary, turn interrogator yourself; ask questions designed to flush out misunderstanding or misinterpretation. Keep asking them until you are convinced that your message has been understood.

6. Check on progress. This doesn't mean breathing down a man's neck every minute of the day and making him feel like the village idiot. It does mean dropping by or telephoning from time to time to find out how things are going and ask whether you can be of any further aid. A good time, too, to hand out an encouraging pat on the back wherever justified.

To break bad habits

Finger drumming, chain smoking, knuckle cracking—are just a few of the many habits that can annoy others, harm your "public relations." Most of us would confess to at least one bad habit that we would like to get rid of—usually "tomorrow."

But why wait?

There is a little-known way to break a habit that appears to work for the vast majority of people. It may work for you. Discovered by psychologist Knight Dunlap and dubbed the Theory of Negative Practice, it is simply this: *Perform the bad habit consciously.*

Dr. Dunlap challenged the old idea that repetition can only entrench a habit more deeply. By consciously performing the habit, he thought, it might be possible to bring under *voluntary* control behavior that has been involuntary.

He experimented on himself first. He had long had the annoying habit of typing *hte* for *the* when striking his typewriter keys rapidly. In order to rid himself of the habit, he purposely typed *hte* several hundred times, all the while telling himself that he would *not* do it that way in the future. And it worked! He never made that mistake again. Further experiments—on people who stammered, for example—confirmed his theory.

Suppose you become aware that you have a habit of tapping your feet when socially uneasy. When you're alone, according to the theory, tap your foot while telling yourself, "I'm tapping my foot. I do it because I'm nervous and it shows everyone that I'm nervous. It's a pointless thing to do and I'm going to stop it."

Note: Tests show that 15 minutes of practice twice a day for several weeks produce best results.

To become more efficient

Want to get more things done—faster? Research has uncovered some fascinating ways and means.

- Experiments at the Max Planck Institute indicate that, in an 8-hour day, three spaced 5-minute coffee breaks are more beneficial than one 15-minute break. Reason: the first five minutes of a rest period give the most relaxation.

- Long Island University researchers have found that most people are more alert on their feet than when sitting down. Pacing back and forth can help you think better.

- Carefully controlled experiments show that, in the execution of physical labor, grunting and groaning on the job can actually increase your strength by as much as 5 percent!

FANTOM-FAST
Trade Mark

WHY?

...are more and more
well-informed laundry
plant owners installing
National's system of
Invisible Identification...

- Large, clear, legible marks for accuracy and fast sorting
- No marks visible to customer
- No damage to identified article
- Each article permanently identified as customer's property
- Low operating-supply costs
- Mechanically fast for maximum marking production
- No danger of losing identifying mark
- Plant symbol identifies *your plant* mark
- Mark on outside of folded piece—no mussing to locate mark

**WRITE US TODAY
FOR COMPLETE DETAILS**

THE **National**
MARKING MACHINE CO.

4026 CHERRY ST. • CINCINNATI 23, OHIO

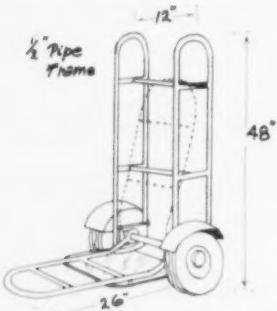
National Marking Machines & Conveyors are preferred by better plants the world over.



bellew PRINTS by LOU BELLEW

LINEN CART FOR TRUCK

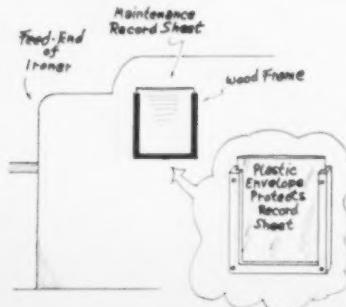
I was fascinated the other day by a little two-wheeled cart made out of half-inch pipe. The Hospital Linen Rental plant uses it on one of the route trucks where the driver has to carry the linen orders a considerable distance in servicing one account.



The frame looks like a pair of slide trombones fitted with wheels. Actually the illustration tells it all. There's a hinged section that tucks back between the sides of the cart when not in use. With this section dropped down into carrying position, it is claimed the cart has a capacity of close to 200 pounds of linen bundles.

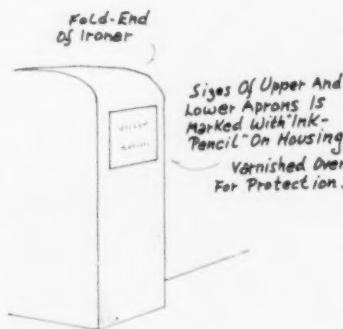
IRONER MAINTENANCE RECORD

Most launderers keep records of their ironer dressing, but they're generally kept a considerable distance from the ironer. In the Hospital Linen Rental plant the yearly record is kept on the ironer. A neat three-sided



wooden frame is held to the side of the ironer with sheet-metal screws. An 8-by-10-inch record sheet, inside a plastic envelope, is held against the ironer housing by the wooden frame. It serves as a quick check to insure proper ironer maintenance, and reduces the possibility of someone forgetting to enter needed information.

Another check on the life of the apron is the practice of pen-marking the edge of the aprons with the date they were installed. This eliminates all doubt as to the actual life of any brand or type of material.

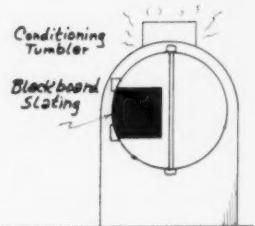


APRON SIZE POSTED

A simple way to post the size of the ironer aprons is to mark it with an ink pencil on the ironer housing back at the folder end. A coat of varnish will protect it from being rubbed off. According to Superintendent Louis Chacon, he knows the sizes, but if he weren't around when a quick replacement was needed there would be a considerable amount of needless down-time.

TUMBLER BLACKBOARD

I noticed a section of the big door on the conditioning tumbler at the Hospital Linen Rental plant had been coated in with blackboard slating. Superintendent Louis Chacon said he used to have the tumbler man chalk

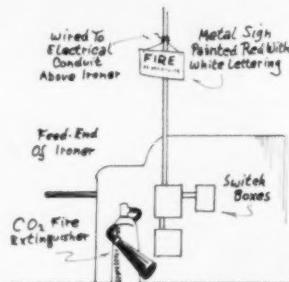


up the identity of the tumbler load so he could see it from a distance and not have to walk over and ask each time.

Since then a daily record sheet has been put into use to record not only the load but also the time in and the time out. From this record the superintendent can tell at a glance everything that is available to his finishers, without slowing down the tumbler operator.

HANDY EXTINGUISHER

Ironer fires don't happen too often, but when they do, valuable time is lost running for an extinguisher. As a precaution at the Hospital Linen Rental plant, there is a carbon dioxide extinguisher by each of the flatwork ironers. Placed at the feed end of the ironer, it is protected from passersby since it sits alongside the electric switch boxes which project from the ironer housing.



The electrical conduit extending to the ceiling serves as a very handy place to hang the fire extinguisher sign, which has white lettering on a red background.



Our starch . . .

Our man . . .

Your shirts . . . your profit

Buy your starch from a *starchman*. Your Huron-Hercules serviceman can assure you the top-quality results that you can rightfully expect from Huron starches.

Starch is our business and in this age of specialization you need the services of a

qualified starch expert, your *starchman*.

Whether you use our Huron® Instant Starch or Velvet Rainbow®, your *starchman* will be available if and when you need him. His job is to make sure that you turn out the best shirt in town.

VH61-2



Huron Milling Division, Virginia Cellulose Department
HERCULES POWDER COMPANY

INCORPORATED
Hercules Tower, 910 Market Street, Wilmington 99, Del.

HURON
WHEAT STARCHES

INSTANT STARCH
VELVET RAINBOW

A.I.L. Convention—*continued from page 58*

working home counselors, each of whom took a few minutes to describe her particular functions.

The home counselors included Mrs. Margaret Curley, Coles Laundry, Grand Rapids, Michigan; Claire White, Ideal Laundry, Claremont, New Hampshire; and Catherine Carroll, Elite Services, Washington, D. C.

In this segment of the program, members also heard from G. Rolfe Scofield, Crescent-Puritan Laundry, Rochester, New York, and Cecil H. Lanham, AIL director of research and education. Both described the changes which have taken place at their plants to make laundry services more attractive to women since the PR program came into being.

Group Action: Ruth Gottlieb, Home Counselor, Professional Laundry and Cleaners Association, Columbia, South Carolina, gave an impressive report on what a group of plantowners have done to improve the industry's image in their city. The group sponsors Mrs. Gottlieb's TV program "Woman to Woman"; they also put on a "live" exhibit at the State Fair which attracted 33,000 people; and the governor of the state was impressed to the point where he issued a proclamation on the industry's "Housewives Week."

Irving G. Garcelon, AIL director and chairman of the National Public Relations Committee, encouraged such group ventures and said his committee would help others interested in similar cooperative efforts.

Teen Market: Kenneth Duncan, New Castle Laundry and Drycleaners, New Castle, Indiana, told about his work

with teen-agers—our fastest-growing segment of the population—in high school home economics classes. His story appeared in our 1959 Guidebook issue.

SPECIAL EVENTS

Legislative Luncheon: In his comprehensive legislative report, Harold Howe, manager of AIL's Washington office, said this year presents the most opportune time in which the laundry industry should strive for complete exemption from the minimum wage laws. A number of new bills have been introduced in the current session of Congress, he reported, most of which would peg the minimum wage at \$1.25 an hour. According to various bills, the basis for inclusion of a firm under its terms could be sales of \$1 million, 100 or more employees, or a commercial volume of at least 25 percent of the firm's total sales.

If laundries are placed in the same categories with retail businesses, the picture could be very dark for the industry. However, Mr. Howe said that there is a fair chance of having the laundry industry placed in the same category with hotels and restaurants, thereby gaining complete exemption from minimum wage for the time being. But laundryowners must let their legislators know how they feel on this matter.

AIL Alumni: Members reelected Ray Martin, Fitch's Laundry, LaSalle, Illinois, as president, and Jack Follrath, Perfection Laundry, Springfield, Ohio, vice-president.

Advertising Luncheon: Twenty-seven

laundries were honored in AIL's 20th Advertising Contest.

A.I.L. ADVERTISING CONTEST WINNERS

I. Newspaper Ads Less Than 8 Column-Inches

First Place: New Fashion Cleaners and Shirt Laundry, Denver, Colo.
Honorable Mention: Fishburn's Laundry and Cleaning Co., Dallas, Tex. Fite's Drycleaning-Laundry, Tyler, Tex.

II. Newspaper Ads of 8 to 30 Column-Inches

First Place: Elite Laundry-Dry Cleaners, Baltimore, Md.
Honorable Mention: Colonial Laundries, Inc., Pawtucket, R. I. Ripley's, Inc., Topeka, Kans.

III. Newspaper Ads Over 30 Column-Inches

First Place: Adelman Laundry and Dry Cleaners, Milwaukee, Wis.
Honorable Mention: Fox Cleaners, Inc., Dayton, Ohio. The Manhattan Company, Washington, D. C. Polly-Prim Launderers-Cleaners, Milwaukee, Wis. Louitt Laundry Co., Providence, R. I.

IV. Radio and Television

First Place: Elite Laundry-Dry Cleaners, Baltimore, Md.
Honorable Mention: Ideal Laundry and Dry Cleaners, Inc., Roanoke, Va. Fishburn's Laundry and Cleaning Co., Dallas, Tex.

V. Direct Mail

First Place: French Hand Laundry Co., Chicago, Ill.
Honorable Mention: Fishburn's Laundry and Cleaning Co., Dallas,

Continued on page 66

Metallic yarns—*continued from page 25*

binder which then is cured at an elevated temperature and fixed. One of the questions which has been asked concerning reflective linings has been that of durability of the film during laundering. Tests to date indicate:

1. Washable outer garments, made with metal-insulated linings, cannot be laundered at low water levels with cotton washing formulas without having excessive amounts of powdered aluminum removed.

2. Far better results are obtained when such launderable garments are washed with a wool formula, using high water levels, short sudsing and rinsing operations, and stopping the cylinder during draining and filling periods.

In AIL laboratories samples of reflective linings have been laundered 10 times with a wool-type formula. Metallic linings must retain a minimum of 50 percent of

their original heat reflectancy after 10 wool washing and finishing cycles to be acceptable in the Certified Launderable Seal Program.

Experience has shown that customer complaints do not occur after such a test even though the lining fabric may become streaky as some aluminum is removed by friction where the fabric has been folded. On a practical basis the metal-coated lining is covered with an outer lining so streakiness is unnoticed or else the metal-coated surface faces the "inside" fabric of a coat and does not show.

Such fabrics are not intended to be decorative, but are utilitarian. As long as the metallic coating provides the necessary insulation, serviceability of the interlining and the garment itself is not reduced. □□

NEXT MONTH: Glass Fabrics

NEW

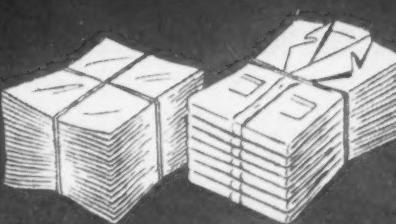
ALKADET

complete detergent for **HEAVY SOIL**

INDUSTRIAL LAUNDERING

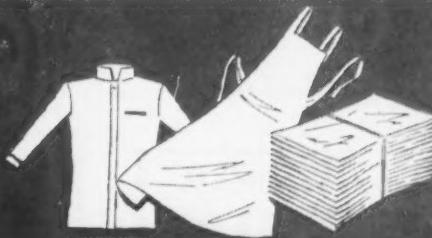
ALKADET was especially developed to remove the kinds of greasy industrial soil which penetrates deep into fabric and fibres. The synthetic detergents and alkalis used in Alkadet do not ionize or undergo hydrolysis when diluted. Therefore, it is not affected by heavy soil concentrations and hard water.

Alkadet is well suited to the "one shot" formula because the entire amount needed can be added to the wheel at one time.



LINEN SUPPLY

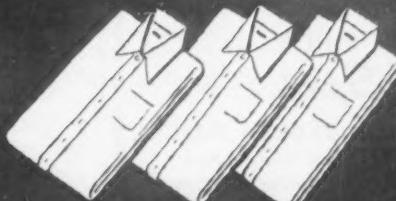
ALKADET is safe for whites and all fast colors. In the wash-wheel, ALKADET makes a permanent emulsion of grease and soil which no amount of heat, dilution or mechanical action will break down. As a result, the full value of high temperature water can be utilized with no chance of soil being redeposited on the goods.



SHIRT LAUNDRIES

Stains on collars and cuffs are often difficult to wash out, especially in the limited time cycles allowed by some automatic washers. Alkadet provides the extra cleaning power to remove ground-in soil without prespotting.

See for yourself how Alkadet can benefit you. Contact your distributor today or write direct for Alkadet folder.



KEEVER-BEACH
Products
THE KEEVER STARCH CO., COLUMBUS, OHIO

"Tailored-to-Fit"

STAD-SPUN
and **STAD-TEX**
PRESS COVERS

treated for longer
wear with special
fabric formulations

STAD-SPUN all spun nylon covers, made regular and "form fitted" for all presses where a non-slip, non-stick cover is needed.

STAD-TEX filament nylon covers, especially developed for sleeve, yoke and backer presses.

BOTH FABRICS have improved heat and abrasion resistants.

Write for samples that show the various types of **STAD-SPUN** and **STAD-TEX** Press Covers.

New! STADHAM NYLON PADS

28 and 48 oz. wt.

CUT TO FIT ALL PRESSES

Special!

NYLON DACRON FLEECE
for wings and
expander blades



Sold through all
leading distributors

STADHAM

COMPANY INC. - HEXAGON DIVISION

1825-31 North 20th St. • Phila. 21, Pa.

manufacturers of—pads, covers, bags
aprons, tapes and textile specialties

A.I.L. Convention—continued from page 64

Tex. Adelman Laundry and Dry Cleaners, Milwaukee, Wis.

VI. Bundle Inserts

First Place: Greenwald's Launderers Cleaners, Bay City, Mich.

Honorable Mention: Fishburn's Laundry and Cleaning Co., Dallas, Tex. Adelman Laundry and Dry Cleaners, Milwaukee, Wis.

VII. Packaging

First Place: Fite's Drycleaning-Laundry, Tyler, Tex.

Honorable Mention: Consolidated Laundries Corp., New York, N. Y.

VIII. Advertising From Outside U. S. A. and Canada

First Place: Hakuyosha Company, Ltd., Tokyo, Japan

Honorable Mention: Lavenderia Eureka Limitada, Belo Horizonte-Minas Gerais, Brazil

IX. Miscellaneous

First Place: Colonial Laundries, Inc., Pawtucket, R. I. Adelman Laundry and Dry Cleaners, Milwaukee, Wis.

Honorable Mention: Capital City Laundry-Cleaners, Montgomery, Ala. Fishburn's Laundry and Cleaning Co., Dallas, Tex. Soft Water Laundry and Dry Cleaning, Long Beach, Calif.

Next year's convention and exhibition is scheduled to take place at Chicago's McCormick Place, the first week of March. □□

He's Betting It's Twins in \$15,000 Wager

Expectant father Bill Loeb of Loeb's Laundry, Memphis, Tennessee, is betting his wife will have twins in May. And the fact that the odds are 80 to 1 against it doesn't bother him one bit.

The unusual wager made the front page of the Memphis *Press-Scimitar*, February 18. Staff writer Clark Porteous wrote it up this way:

"Bill Loeb has bet a Great Dane against \$15,000. If Mrs. Loeb, the former Mimi Shea, has twins, Loeb will get free \$15,000 worth of Norge drycleaning equipment for his branch plant.

"If Mrs. Loeb has only a single baby, and Loeb loses his bet, he will give up his 2-year-old Great Dane dog, Cokey—

"And Mimi has told me 4,802 times already that 'Cokey' must go," Loeb said.

"Here's how it happened: Loeb is putting in a second bank of Norge drycleaners at McLean and Lamar, and they are due to go into service this afternoon.

"A friend, Judson S. Sayre, chairman of the board, Borg-Warner Corporation, and maker of Norge drycleaners, has long admired Cokey.

"Sayre wired Loeb: 'I hear you will become a father again for the seventh time in May, and would like to make you a sporting proposition. . . .' He said the odds against having twins are



Everybody knows Bill Loeb and his family since they've appeared in all types of promotional advertising like this envelope "billboard" which reads: "Every day is Father's Day . . . With shirtwork done at Loeb's."

80 to 1, according to the American Medical Association in Chicago.

"He said he had long admired 'Cokey,' whose worth is estimated at \$200. And he noted that the cleaning machines cost \$15,000, about 80 times the worth of the dog.

"So Sayre made a proposition: 'If Mrs. Loeb has twins in May, you get drycleaners free. (I will personally paint on machines names of each of your eight children.) If not, you will turn over Great Dane to me.'

"Loeb immediately wired Sayre: 'You're on. Twins or no twins, we won't have room in the house for what we have, whatever we're getting, and 'Cokey,' too.'"



Orlin brothers' original Norge Laundry and Cleaning Village in Denver suburb of Arvada.

Leonard (left) and Stanley Orlin

AFTER ONLY 2 MONTHS IN BUSINESS...

NORGE LAUNDRY AND CLEANING VILLAGE OPERATORS OPEN 2ND DENVER LOCATION

Metropolitan Denver's first coin-op drycleaning operation, "Gigantic Norge Laundry and Cleaning Village," 9601 West 57th Place, Arvada, was opened last December 4 by Leonard and Stanley Orlin.

So successful were the Orlin brothers that, on February 1, just two months later, they opened their second Norge Village in Denver at 1046 South Federal Blvd.

Since opening day, the original "Gigantic" location has averaged 86.5 loads of drycleaning daily — more than 2½ tons a week. And since January 1, daily average drycleaning loads have topped 100.

Norge self-service drycleaning, combined with Norge coin-op laundering, is the fast-growing new consumer service that *right now* offers drycleaners solid opportunities — in both large and small cities — for growth and profit.

First with the *fully tested* and *location-proved* coin-op drycleaning system, Norge offers you a complete cleaning and laundry program. For all details on financing, layout, and profitable operation of a Norge Laundry and Cleaning Village, get in touch with Norge today.

Norge Commercial Sales Dept.
234-J Merchandise Mart, Chicago 54
Telephone WHitehall 4-0700



NORGE

Norge Sales Corp. is a subsidiary of Borg-Warner Corporation

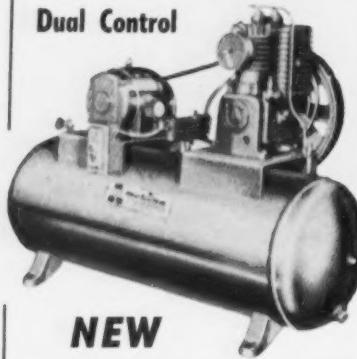
COMPRESSORS

1902 - 1961

New & Quality Rebuilts
Down Come the Prices

80-100 psi 3-60 220/440 Motors

Dual Control



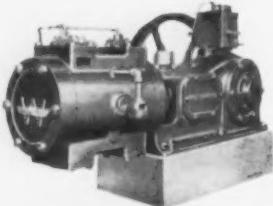
NEW

8 CFM 60 gal. Tank 1 1/2 HP	\$ 360
10 CFM 60 gal. Tank 2 HP	398
15 CFM 60 gal. Tank 3 HP	470
25 CFM 60 gal. Tank 5 HP	528
35 CFM 80 gal. Tank 7 1/2 HP	852
48 CFM 80 gal. Tank 10 HP	952
79 CFM 120 gal. Tank 15 HP	1,395
100 CFM 120 gal. Tank 20 HP	1,595

HORIZONTAL WATERCOOLED - NEW

80 - 100 psi

138 CFM 7 x 7 Worthington HB
234 CFM 9 x 9 Worthington HB
465 CFM 12 x 11 Worthington HB
686 CFM 14 x 13 Worthington HB



REBUILT - PERFORMANCE TESTED

80 - 100 psi Save 40% to 60%

66 CFM 6 x 5 Ing. Rand ERI
100 CFM 6 x 7 Ing. Rand ESI
138 CFM 7 x 7 All makes
183 CFM 7 x 7 Joy WG9
234 CFM 9 x 9 All makes
240 CFM 10 x 9 Penn. 3A
321 CFM 10 x 11 Ing. C.P.
465 CFM 12 x 11 All makes
503 CFM 12 x 13 Worth. HB
686 CFM 14 x 13 Ing. Rand ESI
Steam driven—Many sizes in stock

American Air Compressor Corp.
48th & Lajour, North Bergen, N. J.
UNion 5-4848

SEEN AND HEARD

The LSAA is investigating the feasibility of providing a special scent for linen supply that will bring out its natural freshness.

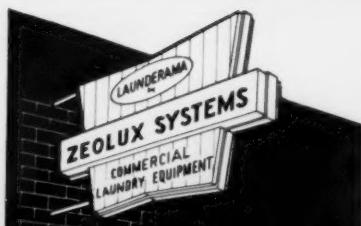
One operator of apartment-house laundries figures an automatic washer must bring in at least \$12 a month in 90 days, or he removes it from the premises. As a rule of thumb, he figures there must be at least eight residences on the property before he will install a wringer machine; and at least 12 for an automatic unit.

The Diaper Service Industry Association's first advertisement in *What's New in Home Economics* brought in 7,000 requests from individuals and schools for the film on Baby Sitters programs. With three more ads to go, it appears as if the film may well become the greatest single industry promotion ever conducted.

Judging by our press clipping service the number of new coin-op laundry openings now seems to be greatest in the smaller towns of Wisconsin, Minnesota and Iowa.

Mrs. Marjorie Griffiths, a diaper delivery woman for the Mary MacIntosh Laundry, made the news recently by signing up the nation's No. 1 baby—John Fitzgerald Kennedy, Jr., for service in Palm Beach, Florida. This was the week after *Good Housekeeping* had forwarded him a trunk full of striped and polka-dot diapers.

Utah's Supreme Court ruled coin-operated laundries are subject to the state's 2 percent sales tax. The court reasoned that a service was provided even though the stores were not attended.



ZEOLUX SYSTEMS
COMMERCIAL
LAUNDRY EQUIPMENT

Commercial
Coin-Operated
WASHERS
and
DRYERS

For name of nearest distributor,
write to:

NATIONAL HEADQUARTERS
Zeolux Corp.
SAM ZEOLI, President
261 Madison Avenue
New York 16, N.Y.

©1960, Zeolux Corp.

Just how competitive can you get? A check of the New York Yellow Pages shows plants offering wrinkleproof diapers, monogrammed diapers and special discounts for using your own diapers. There is even a special diaper service for adults.

Harry Altman, owner of Royal Laundry, was one of the small businessmen featured in a segment of CBS-TV's Tomorrow Series "Big City—1980." The segment was devoted to the problem of urban renewal specifically as it applied to the Society Hill section of Philadelphia.

Consolidated Laundries Corporation, New York, which calls itself "The Largest Launderers in the World," celebrated its thirty-fifth anniversary early in December.

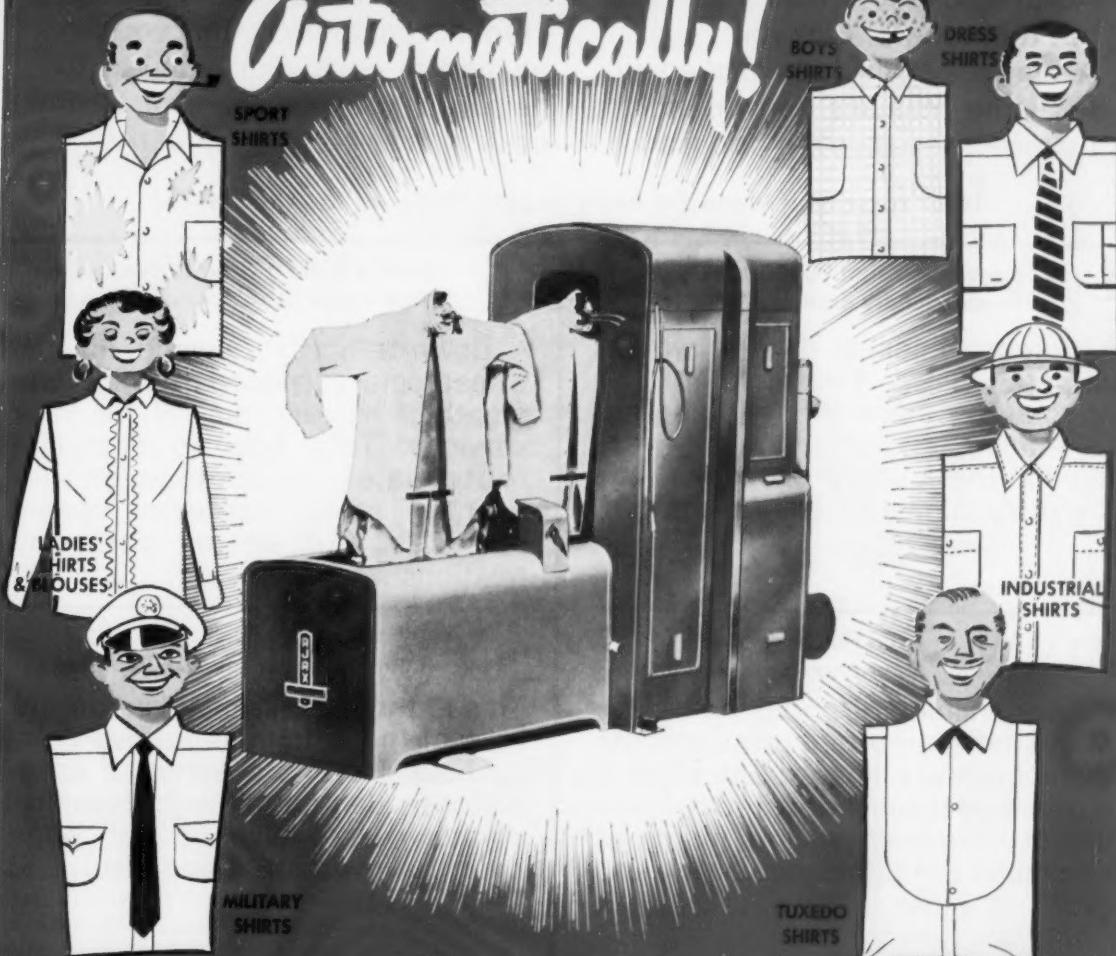
The Bureau of Naval Weapons has a Project KISS, which is aimed at improving communications. Those in the know say the letters stand for "Keep It Simple, Stupid."

Continued on page 71

and now AJAX . . .

THE ONLY CABINET SHIRT UNIT THAT
**FINISHES ALL TYPES
OF SHIRTS & BLOUSES**

Automatically!



Prove it to Yourself...

at absolutely no risk or obligation.
Address your inquiries to AJAX,
Box 449, Salt Lake City, Utah, or
contact your nearest AJAX
representative.

AJAX new versatility makes it possible to
increase your profits through . . . FINER
QUALITY — HIGHER PRODUCTION —
LESS FLOOR SPACE — LOWER
MAINTENANCE.

Since 1929 -- "The Leader in Design"

AJAX PRESSES
619 So. 5th West Salt Lake City, Utah

Interested in Greater Profits?

Here are four manuals designed to provide you with down-to-earth facts that will help build your sales, operating efficiency and profits. Costing only \$1 each, they can be worth much more than that if you put them to work for you.

A single usable idea picked up from the manuals can be worth hundreds—yes, even thousands

of dollars to you.

Study the titles listed below—read the descriptions—then make your selections. Copies of each manual are still available but the supply is definitely limited. Send in your order today so that you can be sure to have your manuals to help you get your share of business in this growing industry.

Other successful laundries have bought these by the thousands!

1. Advertising That Builds and Holds Laundry Business

A practical manual dealing with a comprehensive treatment of all phases of advertising planning, scheduling and production—written for the laundry executive, not the professional advertising man. \$1

3. How to Build a Greater Demand for Your Professional Laundry Services

A down-to-earth, realistic manual whose sole purpose is to help you create a bigger demand for your services. Tells how to stimulate route sales, promote over-the-counter sales, improve present services and better company relations \$1

2. How to Train Finishing and Folding Operators in the Laundry

Proper training of personnel is one of the most important requirements of successful management. Here is a practical manual devoted to training of operators whose functions can mean the difference between a profit or a loss \$1

4. Coin-Operated Laundry Roundup

This is the professional launderers' view of the hotly competitive coin-op field. Here is a series of case-histories slanted to the professional plantowner to give him an edge over the investment operator. . . . \$1

CLIP OUT AND MAIL ORDER TODAY

L-3

THE LAUNDRY JOURNAL, 466 Lexington Ave., New York 17, N. Y.

Please mail _____ copies of each of the manuals I have checked at the right. I have enclosed my check for _____ at \$1 for each copy.

NAME _____

FIRM _____

STREET _____

CITY _____

ZONE _____ STATE _____

1	_____
2	_____
3	_____
4	_____

SEEN AND HEARD *continued*

The Veterans Administration has adopted a flame-retardant treatment for hospital pajamas, bathrobes and linens. Uppermost in mind was the protection of patients whose physical condition or poor smoking habits require special precautionary measures. An additional consideration was the value of flame retardants in reducing fire hazards where oxygen tents and other potentially hazardous devices must be used.

The Chicago Dry Cleaners Association voted unanimously last month to avoid, resist and fight coin-op drycleaning in their region. The membership further rejected "Clean Only" and/or "Clean and Steam" and any other less-than-all drycleaning offering.

Spalding Laundry of Louisville, Kentucky, set some sort of a record issuing Christmas bonuses to its personnel for the twenty-fifth year in a row. This past year three-quarters of its 500 employees received cash gifts totaling \$27,609.

Dun & Bradstreet has just announced a 13-lesson home-study course on "Profitable Management for Small Business." The services of its small business specialist are included in the \$70 fee for the course.

Down in Henderson, Kentucky, a plastic bag was recently credited with saving a child's life. The bag was converted to an oxygen "tent" when an ambulance driver found his regular oxygen mask was too large for the six-week-old baby he was called upon to aid.

The controversial DiCarlo bill was finally approved by the New York City Board of Estimate last month after six postponements. The law, which now goes to Mayor Robert F. Wagner for his signature, requires launderettes to obtain laundry licenses, to keep attendants on duty after 6:00 p.m.; midnight closing; and to remain closed all day Sunday. The law does not apply to apartment

house installations, but will affect about 1,500 coin laundries.

Out in Honolulu, Hawaii, the Pacific Laundry employees recently voted overwhelmingly to have the AFL-CIO Amalgamated Laundry & Drycleaning Union as their bargaining agent. It was the second plant to be organized by the union there.

In Rome, New York, local cleaners have circulated a petition to present to the city council which will propose

restrictive measures on coin-op drycleaning establishments. At the present time, there are at least 33 bills outlawing unattended laundries and drycleaners in cities and states across the country.

One-way stretch paper is old hat now. Clupak, Inc., has developed a new type of paper that stretches in all directions. Possible applications include: disposable bed sheets, diapers, doctor's gowns and other uniforms.

WATCH FOR THE NEWEST IN COIN LAUNDRY EQUIPMENT!

***the UniMac 600 will be
Revealed Here Next Month!***

The 600 Washer-Rinse-Extractor Combination is the newest and finest in coin laundry equipment and was acclaimed by all who saw it at the NID show in Philadelphia.

UniMac Company

802 Miami Circle, N. E. • Atlanta 5, Georgia



ALLIED trade NEWS



DOUGLAS A. GREGORY



GEORGE P. HAZARD



BRUCE H. WALLACE



PHILIP L. LEGARIE, JR.

B. H. Bunn Company has expanded its research and engineering department. Heading the department is Douglas A. Gregory, vice-president, who has been with Bunn for 42 years.

George P. Hazard has been named purchasing agent of the department and assistant to the general manager. Bruce H. Wallace steps into the new post of plant manager.

Pantex Manufacturing Corporation has formed a Coin Metered Laundry Division, in charge of Philip L. Legarie, Jr., national sales manager. The new division will handle the GE Filter-Flo coin-operated commercial washer and will provide direct sales and service through Pantex district offices in all parts of the United States. Mr. Legarie's staff will set up coin-op laundries for both established operators and new investors. The new program includes a lease plan.



W. M. ARNOLD



EUGENE W. HUBERT

Cowles Chemical Company has appointed W. M. "Bill" Arnold to direct the newly formed Laundry Products Department Southeast Sales Division, with headquarters in Atlanta. The new division takes in Virginia, North and South Carolina, Georgia, Florida and Alabama, plus parts of Tennessee, Mississippi and Arkansas. Mr. Arnold joined the company in 1948, representing Cowles in southern New England for 12 years.

Eugene W. Hubert has been appointed products manager of the new Norge coin-op drycleaner and other commercial equipment for Norge Division of Borg-Warner Corporation. He will direct sales of the new cleaner and other Norge appliances. Mr. Hubert was with another large laundry appliance manufacturer before joining Norge in 1959.

Detrex Chemical Industries, Inc., has appointed Roberts Associates, Inc., 5273 Arlington St., Philadelphia, Pa., its distributor of drycleaning equipment in the Philadelphia and New Jersey areas.

S. Spitzer Laundry Machinery Sales and Service Co. has purchased The Smith-Drum Laundry Machinery Co. of Philadelphia. Spitzer will have all parts for Smith-Drum washers, ironers and tumblers available at its new warehouse at 5606 Church Ave., Brooklyn 3, N. Y.

Colgate-Palmolive Company was the recent recipient of an award from the American Institute of Laundering for its 25-year membership in the AIL.

The Certificate of Recognition was presented by George Isaacson, general manager of the Institute. The certificate enrolls Colgate-Palmolive in the Silver Circle Club.

The Old Timers Club of the Laundry and Cleaners Allied Trades Association met last month and elected officers. They are: Les Francis, Emery Industries, Inc., president; Mark Baddeley, M. M. Baddeley, Inc., vice-president; Dick Lane, W. T. Lane and Bros., secretary-treasurer; and Sam Zuckerberg, The Zuckerberg Company, sergeant-at-arms.



The Kordite Company recently played host to two visitors from the Mitsubishi Petrochemical Company, Japan. The visitors were taken to various plants and stores around



Is he a steady visitor?

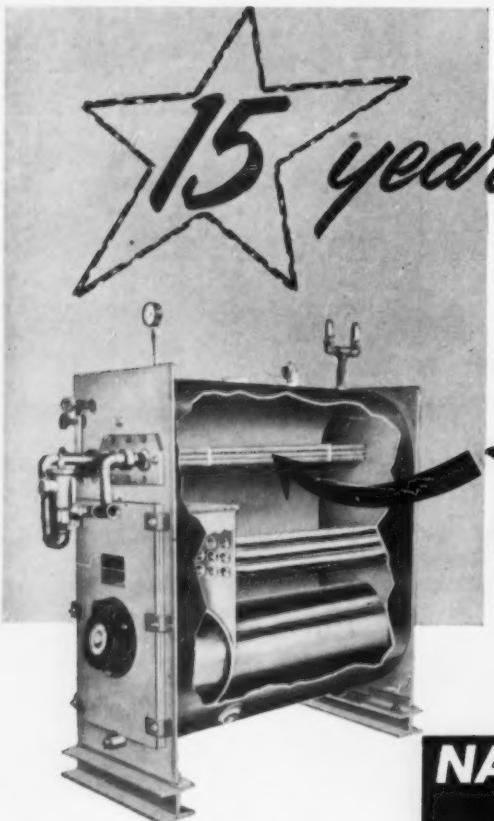


How many calls did your repair man make to service your dryers last month? How many times did customers complain about non-working dryers? We hope the answer is none or few, because too many of either can cost you money. But if you are having trouble, maybe it's time for a change...to replace that old-worn-out equipment with Cissell Dryers.

And why Cissell Dryers? Because these dryers are built to give long service, with little maintenance, less "down-time" even in unattended coin-ops. Every part of a Cissell Dryer — including the cabinet, the fan and basket motors, the temperature controls, the Cissell-built gear reducer, even the coin meter — has extra strength built right in. Cissell Dryers need no special pampering or attention.

And here's something very important! Women find Cissell Dryers easy and safe to use. They like the wide range of fabric-rated temperatures...the big no-sag, no-snag basket...the easy-to-use controls, set safely out of children's way. And most of all they like the way their clothes come out of Cissell Dryers, fresh, clean and completely dry...in just a few minutes. **CONSULT YOUR JOBBER** for more information about Cissell Coin-Meter Dryers. W. M. Cissell Mfg. Co., Inc., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

CISSELL



RUST FREE HOT WATER

For 15 years, NATCO Tankless water heaters have been providing rust-free wash water to over 14,000 commercial and automatic laundries—proving NATCO's reliability and long life. The NATCO is durable. Thousands in continuous use since 1946.

Here are the reasons:

1. The wash water flows only through the all-copper heat exchanger.
2. NATCO is indirect-fired, with an extra large built-in heat reserve.
3. The rusty, troublesome storage tank is thereby eliminated.

NATCO has a lifetime guarantee that it can never - never cause rusty wash water.

NATIONAL Combustion co.

101-06 43rd AVE. CORONA 68, N.Y.

Rochester to observe the uses of Kordite plastic film. Shown (left to right) at a demonstration of Kordite's new wrapping machine at Crescent-Puritan Laundry are Michio Yamamoto, assistant plastics chief of Mitsubishi; Naichi Takashima, manager, research and development of the same firm; Lawrence Klepper, Kordite marketing manager; and G. Rolfe Schofield, Jr., vice-president and general manager of Crescent-Puritan.

George Blanford has been appointed sales manager of the Violet Ray Coin Laundry Division of Sayve Corporation. He was formerly vice-president and sales manager of Franchised Businesses, Inc., Ohio, one of Sayve's distributors.

The Risdon Manufacturing Co., Naugatuck, Conn., has published a 104-page hard-cover book to celebrate its fiftieth anniversary. Titled "Connecticut Enterprise," the book tells of the company's rise from an almost bankrupt tool works in 1910 to the large manufacturer of laundry and dry-cleaning accessories and other metal and plastic items that it is today.

The Foxboro Company, Foxboro, Mass., has added a marketing division to serve its associates in England, Canada, Holland and Japan, plus its U. S. market.

C. Schwarzer, named vice-president of marketing, will be responsible for planning and directing the development of



GEORGE BLANFORD



C. SCHWARZER



H. O. EHRISSMAN



V. V. TIVY

new market areas. He will also direct sales promotion and publication activities.

H. O. Ehrisman will serve as vice-president and general sales manager for the company's 61 branches in the United States. V. V. Tivy, new director of engineering, will be responsible for interpretation of market trends in instrumentation and for encouraging development of new products.



Eric Borden, left, is shown with A. W. Shubert, president of Emery Industries, Inc.; K. K. Boyd, vice-president, and J. M. Chisholm, general manager, of the Sanitone Division of Emery Industries at a recent conference in Cincinnati. Mr. Borden owns Tasman Dry Cleaners Pty. Ltd., Balmain, N.S.W., Australia, one of five original Sanitone licensees in New South Wales.



Roger Conger (second from right), president of Hammond Laundry-Cleaning Machinery Co., Inc., is shown with Romaine Fielding, American manufacturers' distributor in the U.S.S.R. (third from right). Others in the photo are members of a Russian delegation sent to this country to purchase heavy-duty laundry equipment. In 1958 Hammond sold more than \$32,000 worth of equipment to the Soviets.



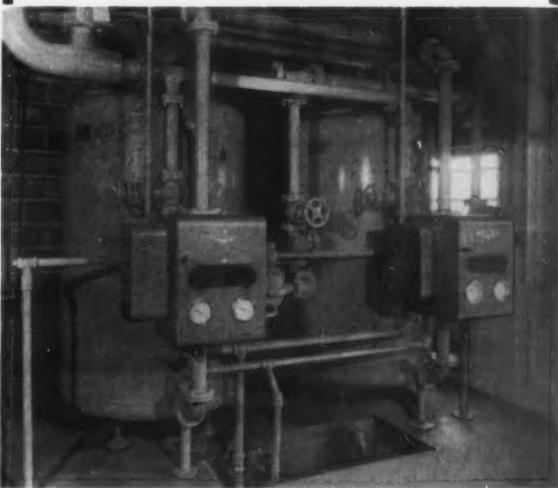
American Laundry Machinery Industries' Cincinnati factory manager, Harry Knox, is shown presenting award checks to the grand prize winners in the company's 1960 Suggestion Contest.

Left to right: Clarence Laudick, third prize; Joseph Rolling, first prize; Mr. Knox; Rodney Morrison, fourth prize, and Quentin Wisby, second prize.

MORE THAN 4,000 LAUNDRIES*

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INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.



HUNTERFORD & TERRY, INC.

CLAYTON 8, N. J.

AWAY GOES YOUR APRON PROBLEM with the **ZEIDLER APRON "SUR DRIVE"** for Flatwork Ironers

• No more wrinkling

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

Available from your distributor or write

ZEIDLER

NEWS ABOUT people

NORTH CENTRAL

Richard Everson has been granted a permit for the construction of a laundry in Clintonville, Wis.

Thomas E. Wamsley, owner-operator of Fluff-N-Fold Laundry, 236 E. Broadway, Shelbyville, Ind., is constructing a new building at 623 S. Harrison St. for a coin-operated laundry.

American Laundry & Cleaners, 634 Division Ave., S., Grand Rapids, Mich., has added a branch at Nelson Ave. and Burton St., S.E. The company also maintains service stations at the Ramona Shopping Plaza and at 1050 Michigan St., N.E.

George Corey, Jr., president of New Process Laundry Co., Cedar Rapids, Iowa, has announced purchase of Modern

Launderers, Dry Cleaners and Rug Cleaners, 835 A Ave., N.E. Modern and New Process will retain their respective names and will operate separately.

Johnny on the Spot Launderers and Cleaners, formerly Two Rivers (Wis.) Laundromat and Dry Cleaners, 801 23rd St., is now operated by John P. Hillmer.

Jasper (Ind.) Laundry and Dry Cleaners has installed new shirt finishing equipment, according to Ralph Heath, owner.

Leslie Burow, operator of a laundry on W. Milwaukee St., Jefferson, Wis., has announced plans to open a unit on N. Main St.

Cole Laundry & Dry Cleaners has opened a branch at 1544 Diamond Ave., N.E., Grand Rapids, Mich.

• No more slippage • No continual tightening

FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Drycleaning Presses.

MANUFACTURING COMPANY

633 CONCORD AVENUE, MAMARONECK, N.Y.

WEST

Frank Taylor, manager of Taylor's Laundry, Hollis, Okla., has completed extensive remodeling and enlargement of the business.

Schreiner Harrison, president of Sunshine Launderers and Dry Cleaning Corp., San Antonio, Tex., has been appointed director of the April Cancer Crusade in Bexar County for the American Cancer Society.

Romey R. Fite, general manager of Royal Laundry and Dry Cleaning Co., Pasadena, Calif., has retired from active management after 45 years with the company. During 30 years he was vice-president and general manager. Mr. Fite will serve as a member of the company's board of directors.

Orval A. Slater, president of Slater-White Laundries, Inc., San Antonio, Tex., has been elected president of the

United Fund of San Antonio and Bexar County.

Vogue Laundry and Dry Cleaners, Elko, Nev., has been opened by Jim Meeks in its new location on Fifth and Silver Sts.

Roger Arnaud, operator of Martinez (Calif.) Elite Laundry and Dry Cleaners, has announced construction of a new drycleaning plant at 814 Escoabar St.

EAST

Pilgrim Laundry, Inc., 1102 Prospect Ave., Brooklyn, N.Y., plans to spend \$100,000 in expansion of facilities this year, Robert G. Young, president, told stockholders at a recent meeting. A major share of the company's stock is now owned by employees, with 400 of 500 Pilgrim employees owning some shares.

Murray Cohen, president of Consolidated Laundries Corp., New York, N.Y., has been

appointed chairman of the Laundries Division of the New York City Cancer Committee's 1961 April Cancer Crusade.

Standard Coat, Apron and Towel Supply Co., Inc., 520 Broadway, Lawrence, Mass., was gutted by fire recently. William F. McDonough, Jr., is president of the firm.

Otagon Laundry and Dry Cleaners, 2119 Grove St., Ridgewood, N. Y., recently celebrated its 36th year in business. William C. Eisenhardt is president of the firm.

Patrick J. Cooper of Easton (Pa.) Laundries, Inc., has announced he will be a Democratic candidate for the Easton City Council in this spring's primary election.

Tidioute (Pa.) Laundry, managed by Bill Bliss, recently installed new laundry equipment.

The Haverford Laundry, establishment located at 4141 Lancaster Ave., Philadelphia,

Pa., was destroyed by a two-alarm fire recently.

Manchester Laundry & Dry Cleaning Co. has leased property at 259 S. 20th St., Philadelphia, Pa.

Keystone Laundry and Dry Cleaning Co., Greensburg, Pa., has installed new shirt finishing equipment.

NORTHWEST

Montana Laundry and Dry Cleaners, Wyoming and Silver Sts., Butte, Mont., was destroyed by fire recently.

Mr. and Mrs. Oscar Ouren, proprietors of Townsend (Mont.) Laundry, have added self-service equipment.

Mr. and Mrs. J. W. Johns have established a laundry in the Pioneer Bldg. on Plymouth Ave., New Plymouth, Idaho.

Judith Laundry, Lewistown, Mont., closed its doors recently. Cliff Lane, owner for the

past 10 years, blamed an antiquated plant and old-fashioned equipment for the discontinuance of service.

SOUTH

Band Co., Inc., a laundry and drycleaning concern at 907 Spring Hill Ave., Mobile, Ala., has been incorporated. Stockholders and officers are Erling Riis, Jr., president; J. Manson Murray, secretary, and Edwin J. Curran, Jr., vice-president and treasurer.

Sunshine Laundry and Cleaners has announced plans to move its headquarters to a newly constructed building adjacent to the firm's One Hour Martinizing plant on W. Innes St., Salisbury, N. C. Sunshine also has operations in China Grove, Kannapolis and Concord.

Stark-Empire Laundry and Dry Cleaning, Augusta, Ga., has opened a branch on Washington Rd.

Imperial Light Laundry and Cleaners has opened a

cash-and-carry branch in the Park Plaza Shopping Center, Little Rock, Ark.

High Light Laundry, Augusta, Ga., owned by George Bates and James R. Terrell, held an open house celebration to mark its tenth anniversary.

Williams Laundry & Cleaners, 12th and Cedar Sts., Lumberton, N. C., has added a storage vault.

Whitesburg Laundry and Cleaners, 103 Longwood Dr., Huntsville, Ala., owned by Aaron King, was damaged by fire as a result of a blaze in a tumbler.

Ralph Agee has been issued a permit for construction of a new building at 1825 Sixth Ave., S. E., Decatur, Ala., for Quality Model Laundry, which burned recently.

White City Laundry and French Dry Cleaning and Laundry, Johnson City, Tenn., have formed a new corpora-

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Competitively Priced Includes Prepaid Freight

SERVICE

FAST Nationwide FACTORY SERVICE

FREE Water Analysis

OBsoletes Single Bed Water Softeners

Model MA-600FF

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3 Units In 1

Fast-Flo

Capacity

Compact

Guaranteed

AUTOMATION CAN DO YOUR WATER CONDITIONING JOB!

Electrically operated, completely automatic control of times and frequency of regeneration. Pushbutton adjustment of control when demand fluctuates.

No Hardness, No Rust, No Stain-Causing Impurities. Continuous refined water 24 hours a day. Clean, dry, self-feeding salt supply with metered brine. No float or valving in salt or brine.

Flow rates of 100 gallons per minute at 40 psi. Full 2 inch flow. Expandable to 6 inch line by addition of modular units.

Basic MA 600 FF unit removes up to 600,000 grains of hardness daily. Capacity expandable by economical addition of modular units tied into one unified system. Grows with your business!

Optimum utilization of mineral and multiple-bed alternating regenerations eliminate bulkiness. Installed by one man in a few hours in confined, separated, isolated or waste areas. Equipment will pass through any 29" doorway.

Written 10 Year Warranty on ALL Parts. Straightforward, workable, generous. Applies to water tank, brine tank and all other parts.

This equipment is available through your distributor or

WATER REFINING COMPANY, INC.

104-2 MANHATTAN STREET • MIDDLETOWN • OHIO

Affiliate: Sovereign Water Conditioners of Canada, Ltd. Toronto • Ontario

BULLDOG LINE
Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC. RED BANK NEW JERSEY

YOU CAN
SEE
SHAMROCK
QUALITY

...why accept
anything less?

Mfd. by MESE, INC.
Madison, Ind.



SHAMROCK CANVAS BASKETS
TRUCKS • HAMPERS

tion which will be known as White City-French Dry Cleaning and Laundry, with headquarters at the present location of White City, 221 W. Main St. James H. Miller will serve as president of the new corporation; R. L. Phlegar and Glenn A. Miller, vice-presidents; Guy A. Miller, secretary, and William Wilhoit, treasurer and manager.

Broadway Laundry and Cleaners, 548 N. Broadway, Greenville, Miss., has added new shirt equipment.

Rainbow Laundry and Cleaners, Columbia, S. C., has been granted a state corporate charter. The firm reports \$10,000 in initial capitalization, with James L. Bellios as president and Angelo G. Pappas vice-president.

T. G. Ware, secretary of National Linen Service Corp., Atlanta, Ga., was also elected treasurer at a recent board meeting, and S. A. Hiatt was named personnel vice-president. Mr. Ware replaces A.

J. Weinberg, who is retiring as treasurer but who will remain vice-chairman of the board. J. B. Jacobs, who retired as executive vice-president, will continue as chairman of the executive committee.

CANADA

New System Laundry, St. John, N. B., recently honored 12 employees for their 25 or more years service at a dinner. R. C. Holt, president of the firm, presented watches to the employees.

George and Alice Nakade have announced the opening of their new laundry, which is an addition of Valley Cleaners, Grand Forks, B. C. They have changed the name of the concern to Valley Cleaners and Laundry Ltd.

Camrose (Alta.) Coin Wash held an open house recently to inaugurate its new shirt finishing and drycleaning service.

ARCH C. BLOCHER, SR., 75, president of Troy Laundry, Owensboro, Kentucky, died recently. Mr. Blocher was a member of the Owensboro Rotary Club and a 32nd degree Mason. Surviving are his wife, two sons and a daughter.

GERALD (JERRY) DALEKE, 34, sales consultant, and most recently vice-president of Tom O'Ryan Advertising Company, Memphis, Tennessee, died recently after suffering a heart attack. A former salesman for Memphis Steam Laundry-Cleaners and advertising manager for Kraus Cleaners in Memphis, Mr. Daleke was well known throughout the industry for his many appearances before groups of laundrymen and drycleaners, and as an inspirational speaker on sales training. Born in Milwaukee, Mr. Daleke moved to Memphis in 1956 where he became very active in civic affairs. He was a member of the Advertising Club, Petroleum Club

and Sales Executives Club of Memphis. Surviving are his wife, two sons, two daughters and his mother, who lives in Milwaukee.

RICHARD H. FRAZE, 54, president of Home Service Laundry and Cleaners and Clean Linen Service, Inc., St. Petersburg, Florida, died recently. Mr. Fraze was a graduate of the University of Florida. He was a member of the American Institute of Laundering, the Exchange Club and a Mason. Surviving are his wife, son and daughter.

CHARLES J. KELLY, SR., owner of Drexel Hill (Pennsylvania) Laundry and Kelly Coat and Apron Supply, died recently. Mr. Kelly is survived by five sons and four daughters.

WORTHINGTON JOSEPH LOGAN, 60, president of Home Laundry and Dry Cleaning Company, Louisville, Kentucky, died recently. Mr. Logan had



1961 HEART FUND

AMERICAN HEART ASSOCIATION

44 East 23rd Street
New York 10, N. Y.

formerly been sales manager for Dixie Laundry and Dry Cleaning Company for many years. Surviving are his wife and daughter.

VIVIA D. VAN DYNE, 90, president and chairman of the board of Adco Inc., Sedalia, Missouri, died at her home recently. Born in Brenham, Texas, Mrs. Van Dyne moved to Sedalia with her family in 1875. Married to John Rudd Van Dyne, she assumed executive leadership of American Disinfectant Co., now Adco Inc., upon her husband's death in 1916, and served as president of the company until her death. Long active in civic

affairs, Mrs. Van Dyne took part in Work for Woman Suffrage and was present with other leaders when the governor of Missouri signed the amendment. She organized the League of Woman Voters in the Sedalia area, and served for many years as a member of the board of directors of the Sedalia Chamber of Commerce and the Salvation Army. She is survived by two daughters and three sons.

MOSES U. WALLACH, 67, president of Wallach Laundry, Inc., New York, New York, died recently. Mr. Wallach is survived by his wife and daughter.

convention CALENDAR

Connecticut Launderers & Cleaners Association, Inc.
Libero Pensiero (Italian) Hall, Wallingford, Connecticut,
March 18

Texas Laundry & Dry Cleaning Association
Rice Hotel, Houston, Texas, April 6-8

**Maryland, District of Columbia & Virginia
Laundryowners' Association**
The Greenbrier Hotel, White Sulphur Springs, West Virginia, April 10-12

**Greater Detroit Area Association of
Hospital Laundry Managers**
Henry Ford Hospital, Detroit, Michigan, April 13

Diaper Service Industry Association
Statler Hilton Hotel, New York, New York, April 16-19

Linen Supply Association of America
Fontainebleau Hotel, Miami Beach, Florida, April 30-May 4

National Association of Institutional Laundry Managers
Deauville Hotel, Miami Beach, Florida, May 3-7

Oregon State Laundry Owners' Association
Gearhart Hotel, Gearhart, Oregon, May 11-13

California Laundry & Linen Supply Association
Del Monte Lodge, Pebble Beach, California, May 14-18

**Illinois Laundry Association
Iowa Institute of Laundering**
Wagon Wheel Lodge, Rockton, Illinois, May 19-21

Idaho Launderers & Cleaners Association
Shore Lodge Hotel, McCall, Idaho, May 25-27

Southern Laundry & Cleaners Association
Gulf Hills Dude Ranch & Country Club, Ocean Springs, Mississippi, June 8-11

**North Carolina Association of Launderers
and Cleaners, Inc.**
Jack Tar Durham Hotel, Durham, North Carolina, June 21-22

Florida Institute of Laundering and Cleaning
Jack Tar Fort Harrison Hotel, Clearwater, Florida, June 23-25

Pennsylvania Laundryowners Association
Chalfonte-Haddon Hall, Atlantic City, New Jersey, October 12-14

mark shirts for
26¢ PER THOUSAND
with this famous pin

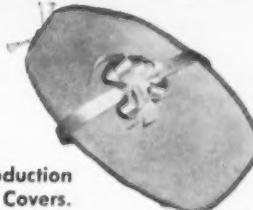
THE KEY-TAG LOT CONTROL SYSTEM FOR SHIRT AND BACHELOR SERVICES

Best and cheapest of the **TEMPORARY IDENTIFICATION** systems—preferred by leading modern operators. Allows use of the **SMALL LOT SYSTEM**, with proved savings of up to 50% on labor, supplies, etc. Key-Tag's famous **FOOLPROOF MECHANICAL CHECK** makes mistakes impossible, allows use of "green" labor, gives you the only way to speed up the work without speeding up errors. **NO SUPPLY COST** with Key-Tag Lot Control. Normal amortized cost of Key-Tag equipment for average plant is less than 26¢ per thousand shirts. **COST OF EQUIPMENT DEPENDS ON YOUR VOLUME**—you will need about \$78 in Key-Tag equipment for every hundred shirts you handle daily. Buy only what you need and add as you grow. **WRITE TODAY FOR DETAILS.**

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LAUNDRIES AND CLEANING PLANTS FOR SALE

Here is a drive-in cleaning plant doing over \$117,000.00 annually. Showing an excellent profit every year while being operated by a manager. Located in suburban Washington, D. C. Only those with substantial cash need reply. Come work in plant or ask our neighbors before you decide. Price very low. W. I. Peeler, 6502 Queens Chapel Road, Hyattsville, Maryland. 2472-2

FOR SALE: Commercial laundry, linen supply and dry cleaning plant, excellent equipment. Annual profit approximately \$50,000.00 before depreciation. Only laundry within 30 mile radius, in very fast growing and developing section of Arizona. New gas well just came in, and a \$42,000,000.00 plant is now under construction within the area which will give employment to hundreds of people year around. This laundry is geared to handle this extra volume. It is a GOOD buy for \$125,000.00, \$50,000.00 cash, easy terms on balance. **CONTACT J. DON WISE, A. D. McCRAIN REALTY CO., 4400 N. CENTRAL AVENUE, PHOENIX, ARIZONA.** 2477-2

HELP WANTED

MANAGER TRAINEES wanted for industrial laundries in Texas. Must have sufficient background in most phases of operation. Excellent remuneration and performance bonus when qualified to assume management. Send recent photo and resume of background. Replies in strict confidence. **ADDRESS: Box 2471, THE LAUNDRY JOURNAL.** -7

PLANT MANAGER FOR DRYCLEANING, LAUNDRY AND LINEN SUPPLY LOCATED IN THE MIDWEST. EXCELLENT OPPORTUNITY. ADDRESS: Box 2506, THE LAUNDRY JOURNAL. -7

Working manager for drycleaning and shirt laundry plant with all around experience. Excellent opportunity for aggressive qualified man. Must take responsibility. Harry Footer and Company, Cumberland, Md. 2508-7

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353.** 1612-25

REWEAVING

Big Extra Profits in Invisible Reweaving: Do it yourself—in your own shop, giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts disappear from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10.00 in an hour. All profits! Write for free details. Fabricon, Dept. J 6238 Broadway, Chicago 40, Illinois. 2474-29

BUSINESS OPPORTUNITIES

Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. **Write: Trimian Manufacturing, 4812 Irvington, Houston, Texas. 2332-11**

Cleaning plant route—stores—three-girl modern shirt unit—storage vault—doing business in excess of \$150,000. Wishes to find man with capital and know-how—to expand into the laundry field. Located in Monmouth County, New Jersey. **ADDRESS: Box 2499, THE LAUNDRY JOURNAL.** -11

15¢ a word for the first insertion and 10¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion, 15¢ a word for subsequent consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa.** 654-13

SUEDE and LEATHER—Cleaned, dyed, refinishing. Guaranteed "FRENCH-TEX" process. **LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A."** 2239-13

MISCELLANEOUS MERCHANDISE FOR SALE

STOP CASH TRUCK AND DAYLIGHT STORE ROBBERIES by using our specially designed route and store **STRONGBOX**; can be bolted, chained, welded and alarmed. Write for details—**D. B. Manufacturing Co., Dept L. J., 1601 Poplar St., Anderson, Indiana.** 2485-45

LAUNDRY LISTS—4½ x 11"—\$1.50 per 1,000 in 25,000 lots. White 16 lb. bond. Park Printing, Pittsburgh 33, Pa. 2484-45

NYLON LAUNDRY NETS 24"x34" ONLY \$13.50 PER DOZEN. HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45

SALESmen—DISTRIBUTORS WANTED

ADDITIONAL AREA REPRESENTATION: The Shirt Valley Rental Plan is interested in men in textile maintenance with a large progressive following who are looking for a supplementary product to offer to linen and industrial uniform supply industry—and who can sell white shirt rental. Send full particulars to Shirt Valley Rental, Inc., 29 Main Street, Hackensack, New Jersey. 2496-14

2496-14

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

GENUINE PARTS now available for the Smith-Drum IRONERS, WASHERS AND TUMBLERS. **SMITH-DRUM LAUNDRY PARTS AND MACHINERY COMPANY HAS BEEN PURCHASED BY S. SPITZER LAUNDRY MACHINERY SALES AND SERVICE COMPANY, 56-06 CHURCH AVENUE, BROOKLYN 3, NEW YORK.** 2503-37

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. **ADDRESS: Box 2384, THE LAUNDRY JOURNAL.** -3

Want to buy a used 8 or 6" roll ironer. Joe Hinkle, Phone 304, American Laundry, Lander, Wyoming. 2507-3

SITUATION WANTED

I WOULD LIKE TO CONTACT SOMEONE WHO IS IN NEED OF A SALESMAN OR A GOODWILL AMBASSADOR. HAVE HAD 25 YEARS EXPERIENCE IN THE LAUNDRY AND DRYCLEANING FIELD, AS A PLANT MANAGER, PLANTOWNER AND THE LAST 10 YEARS IN DIRECT SALES IN NEW JERSEY. WOULD LIKE TO LOCATE IN EITHER NEW JERSEY OR FLORIDA. INDUSTRIOUS, IMAGINATIVE, ANALYTICAL, RELIABLE AND CAN FURNISH BEST OF REFERENCES. AVAILABLE APRIL 1, 1961. **ADDRESS: Box 2512, THE LAUNDRY JOURNAL.** -5

MACHINERY FOR SALE

AMERICAN and TROY 5-ROLL 100" IRONERS , ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6799-4	40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 598-4
8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6799-4	MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 693-4
CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 9706-4	60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 600-4
FOLLOWING MACHINES IN OPERATION IN WASHINGTON, D.C. AREA AVAILABLE ABOUT FEBRUARY 15: 8-42 x 96" AMERICAN CHAMPION CASCADE WASHERS, STAINLESS-STEEL GUARDS AND PROSPERITY 100 CONTROLS; 2-42 x 84" AMERICAN NORWOOD CASCADE WASHERS WITH PROSPERITY 100 CONTROLS, 9-50" ELLIS UNLOADING EXTRACTORS WITH 5 SETS OF CONTAINERS, MONORAIL AND HOIST, 20-36 x 30" 4-COIL TUMBLERS WITH DUAL MOTORS. MACHINES IN GOOD MECHANICAL CONDITION. CUMMINGS-LANDAU , 305 Ten Eyck, Brooklyn 6, N.Y. 2466-4	HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUTTER AND TABLE, 4 CISSEL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 9943-4
UNIPRESS COVER ROTO COVERALL FINISHER, FOUR MACHINES IN ONE, USED AS DEMONSTRATOR. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS LANDAU , 305 Ten Eyck, Brooklyn 6, N.Y. 2467-4	AMERICAN 120". 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 647-4
AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR PULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS. CUMMINGS-LANDAU , 305 Ten Eyck, Brooklyn 6, N.Y. 2468-4	48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6983-4
CABINET SLEEVES, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU , 305 Ten Eyck Street, Brooklyn 6, N.Y. 2112-4	Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6910-4
PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL EZD AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 2178-4	2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 735-4
LAUNDRY AND DRYCLEANING EQUIPMENT; also counters, valves, piping, etc. Good buys, terms. Southern Industrial Rental Service, 584 Edgewood Ave., N.E., Atlanta, Georgia. 2500-4	PROSPERITY POWER CIRCLE 8 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:-COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 9942-4
4 NEW HUEBSCH 54" REVERSING SELF-UNLOADING TYPE STEAM-HEATED TUMBLERS. CAN BE USED FOR EITHER CONDITIONING OR DRYING APPROXIMATELY 500 POUNDS PER HOUR. AT FRACTION OF ORIGINAL COST. CUMMINGS-LANDAU , 305 Ten Eyck St., Brooklyn 6, N.Y. 2501-4	PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummins-Landau Laundry Machinery Co. , 305 Ten Eyck St., Brooklyn 6, N.Y. 1537-4
8-roll 120" American FLATWORK IRONER with de luxe canopy, also American TRUMATIC FOLDER Model 123 two-lane fold 6 years old. Springfield Laundry, 415 E. Jefferson, Springfield, Illinois. 2502-4	AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU , 313 Ten Eyck St., Brooklyn 6, N.Y. 1726-4
20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU , 305 Ten Eyck St., Brooklyn 6, N.Y. 2222-4	AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU , 313 Ten Eyck St., Brooklyn 6, N.Y. 1729-4
American 5-lane stacker. Good condition. Five 36 x 30 American and Huebsch tumblers. Very reasonable. Contact Mr. Larry Seible, General Manager, Sheraton Atlantic Hotel, New York City. 2469-4	AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 78" 2-POCKET. CUMMINGS-LANDAU , 313 Ten Eyck St., Brooklyn 6, N.Y. 1730-4
AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY , 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2394-4	48" x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 9368-4
METAL WASHERS all sizes thoroughly rebuilt. TALLEY LAUNDRY MACHINERY COMPANY , 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2393-4	6-AMERICAN SUPER-ZARMO DUCK COAT PRESSES; 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU , 313 Ten Eyck St., Brooklyn 6, N.Y. 1733-4
5-TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY , 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4	ONE-AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 1900-4
PROSPERITY 7A drycleaning unit with Synth-O-Saver. TALLEY LAUNDRY MACHINERY COMPANY , 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2391-4	PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY , Greensboro, N.C. 1805-4
HOFFMAN, PROSPERITY and AJAX air-driven utility drycleaning presses. TALLEY LAUNDRY MACHINERY COMPANY , 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2396-4	16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 31" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU , 305 Ten Eyck Street, Brooklyn 6, N.Y. 2109-4
48" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU , 305 Ten Eyck Street, Brooklyn 6, N.Y. 2110-4	5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU , 305 Ten Eyck Street, Brooklyn 6, N.Y. 2116-4
54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERITITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU , 305 Ten Eyck Street, Brooklyn 6, N.Y. 2111-4	

MACHINERY FOR SALE (Cont'd)

ASHER ironers 48 x 120, 38 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2540-4

Two—48 x 84" **ELLIS** two-pocket UNLOADING WASHERS; One—48 x 54" **AMERICAN** two-pocket UNLOADING WASHER. Two—50" **ELLIS** Notrux extractor. One—**PURKETT** 72" hot shake-out tumbler with conveyor. One—**AMERICAN** small-piece folder. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC.**, 3128 West Lake Street, Chicago 18, Illinois. Nevada 8-7764. 2136-4

One—**SUPER** 8-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY**, 1113 West Cornelius Avenue, Chicago 13, Illinois. 2137-4

STAINLESS STEEL CONTAINERS FOR 50", 54" & 60" UNLOADING EXTRACTORS IN VERY GOOD CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

120" **AMERICAN 2-LANE TYPE 102 FOLDERS**. REBUILT EQUAL TO NEW IN EVERY RESPECT. IMMEDIATE DELIVERY. **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2378-4

42 x 84 and 48 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers, stainless-steel, excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2397-4

PROSPERITY 51" & 54" wearing apparel presses, Power Circle and air-driven, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2398-4

56 x 30 **HUEBSCH** gas-fired tumblers, like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2399-4

HOFFMAN X Model presses, factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2400-4

AMERICAN cabinet sleeve with measuring device, late model. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2402-4

6-roll, 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2406-4

42 x 84 AND 36 x 34 **AMERICAN MONEL METAL WASHERS** . . . **AJAX CABINET SLEEVER** . . . **PROSPERITY FOLDING TABLE** . . . **TUMBLERS** . . . **SCALES** . . . **EXTRACTORS** . . . **PRESSES AND VARIOUS MISCELLANEOUS ITEMS**. **BIEL'S MACHINERY CO.**, 25-27 WEST 23 STREET, Bayonne, N. J. Hemlock 7-3034. 2461-4

UNIPRESS two-girl shirt unit, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2392-4

54" NO-TRUX extractors with 2 sets of containers, like new. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, North Carolina. 2490-4

50" NO-TRUX extractors with 2 sets of containers, like new. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, North Carolina. 2491-4

1-UNI-MAC washer—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, North Carolina. 2492-4

1-50# **COOK** semi-automatic open-end washer. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, North Carolina. 2493-4

AMERICAN 2 ROLL 100" RETURN FEED IRONER. IN FIRST CLASS OPERATING CONDITION. WHITE SWAN LAUNDRY, MOBILE, ALA. 2504-4

SAGER MODEL "A" SPREADER, IN FIRST CLASS CONDITION WITH EXCEPTION OF THE RIBBONS. **CUMMINGS-LANDAU**, 305 Ten Eyck, Brooklyn 6, N. Y. 2505-4

42 x 84 **AMERICAN** unloading washer, automatic controls. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2510-4

1—**WESTERN** 700 gas-fired water heater—like new, new machine guarantee. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2511-4

PROSPERITY 200# automatic open-end washers. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2403-4

PROSPERITY 8-roll, 132" ironer—excellent condition. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2404-4

PROSPERITY 2-girl shirt unit, Power Circle, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2405-4

8-roll, 120" **AMERICAN SYLON** streamlined ironer, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2407-4

42 x 84 **TROY** streamlined washer. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2408-4

UNIPRESS wearing apparel presses—51" and mushroom presses. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2410-4

44 x 84 fully automatic **ROBOT** washers like new—with supply injection. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2411-4

TROY and **AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS**. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

44 x 120 **AMERICAN** metal washer with automatic control—factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2478-4

30 x 48 **TROY** streamlined metal washer rebuilt—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2479-4

25# Milnor semi-automatic washer with Miltrol—Bargain. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2480-4

8-roll 120" flatwork IRONER; 42 x 84" **MONEL** washer, 50 lb. Milnor OPEN-END washer, 48" open-top EXTRACTORS. Other items too numerous to mention. **MUST SELL**—Act immediately! **ADDRESS**: Box 2497, THE LAUNDRY JOURNAL. 4

WILLIAMS LAUNDRY MACHINERY CO—all sizes and types of new and used laundry and drycleaning equipment; **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS, etc.** Items available too numerous to mention. Also jobbers for Cook, Milnor, Super, Huesch, etc. Can satisfy all machinery needs at **BARGAIN PRICES**. We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL STILLWELL 6-6666** or write **WILLIAMS LAUNDRY MACHINERY CO.**, 37-37 9th Street, Long Island City 1, New York. 2498-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2058-4

80" **HUEBSCH HANDKERCHIEF IRONERS** with fluffers, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2059-4

56 x 30 **HUEBSCH GAS-FIRED TUMBLERS**, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2066-4

8-roll, 120" **TROY** streamlined ironer, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina, Phone: BRoadway 4-1594. 2509-4

Six-roll 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2065-4

56 x 30 **HUEBSCH GAS-FIRED TUMBLERS**, like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1279-4

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MR. MANUFACTURER:

Consistently, THE LAUNDRY JOURNAL provides its readers with valuable, down-to-earth, how-to-do-it articles that they, as progressive, big volume buyers, use in their decision making functions.

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- **SALES TRENDS—How's Business**
- **MERCHANDISING—Mixing Merchandise and Service**
- **MAINTENANCE—Spotlight on Efficiency**
- **TRUCKS—Is Truck Leasing a Good Deal?**
- **PUBLIC RELATIONS—Laundering at an Auto Show?**

Your advertising in this, the laundry industry's most influential publication, will go a long way towards assuring increased business for you throughout 1961.

THE LAUNDRY JOURNAL

**466 Lexington Ave.
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ORegon 9-4000**

... IN THE Wash

The Philadelphia Story

To the Editor:

I hasten to congratulate you and your entire staff on the fine article appearing in the January 1961 issue of THE LAUNDRY JOURNAL on our "fair town."

Jensen Manufacturing Company (now Jensen-Ryan Company) has been active in the Delaware Valley area since 1904, and feel this is the finest article we have read so far.

Please send us 10 tear sheets for distribution to our sales force.

J. E. RYAN, President
Jensen-Ryan Company
Palmyra, N. J.

Dutch Treat

To the Editor:

We should like to receive particulars about the commercial clarifier mentioned on page 69 of your September 1960 issue.

How does it work; which chemicals are needed for its operation and how much; who are the makers?

INSTITUTE OF LAUNDERING T. N. O.
Delft, Netherlands

We are happy to cooperate.

—EDITOR

Smoky Boilers

To the Editor:

Please send us more information on "Smoky Boilers" as mentioned in your January 1961 edition under "Tips for Plant Engineers."

STANLEY WAXMAN, Vice-President
Abelove's Linen Supply, Inc.
Utica, N. Y.

Coin Sales Correction

To the Editor:

In your January issue, you state that the 375 coin-operated laundries in the Philadelphia area grossed \$100,000 per year. Is this "all together" as you state? There must be an error.

LESLIE W. NELSON
Best LaunDry-Cleaners and Linen
Supply, Inc.
North Platte, Neb.

The reader is right. We erred. It's closer to \$6,000,000 per year.

—EDITOR

Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems.

Address letters to:
The Editor
The Laundry Journal
466 Lexington Avenue
New York 17, N. Y.

Got Good News

To the Editor:

Just received our February issue of *The National Cleaner*. You did a good job and I know you must have been under terrific strain. I for one certainly appreciate all the effort you put into it.

RICHARD F. KELLEY
Melody Cleaning Specialists
Oklahoma City, Okla.

Mutual Assistance

To the Editor:

Attached renewal Postal Order covering subscription to your LAUNDRY JOURNAL which we find of tremendous help and interest.

Whether the following may be considered a worthy note of interest in your JOURNAL or not, we leave to your good judgment. However, we are pleased to advise you of our recent completion of an entire new laundry setup in the Queen Elizabeth Hospital of Montreal.

S. A. HEALY
Trans-Canada Laundry
Machinery Reg'd.
Montreal, Canada

We appreciate all story leads and this sounds like a good one—which bears following up the next time we are in the area. Thank you.—EDITOR

Si, Pronto

To the Editor:

In your October 1960 issue of your Guidebook, in the main article entitled "Patterns for Success," in a section about Linen Supply was mentioned a report on cost analysis in the field conducted by M. R. Weiser and Company. We would like to obtain, if possible, a copy of said report, as we are going into the linen supply field, but we do not have the address of the company. Hence, we would appreciate it if you could indicate to us how could we go about obtaining the report or give us the address.

We would greatly appreciate your prompt reply, and more yet if you could send it via air mail, as by regular mail it takes more than a month.

MARIO DE DIEGO, JR., Manager
La Perfeccion
Panama, R. P.

Thanks for the kind words, Dick, but a good staff made it all possible. Anyway, our role as acting editor of *The National Cleaner* has expired with the February issue. I'm sure all our readers will be happy to learn that Bill Palmer has returned to head up National again after seven years in the free lance writing field.—EDITOR

Shares Our Loss

To the Editor:

It was with deep regret and a shock to learn of Art's [Schuelke] passing away. I feel as though I had lost someone in my family.

My wife and I have had many pleasant times with him and his family. He has taught me so much. His letters were always to the point. He appreciated your interest in his writings. I could go on and on.

It was indeed nice of you to send me the booklet regarding the shirt set-up for quick service.

I have enjoyed your articles, also, and if you don't mind hearing from me from time to time, I'll be most happy to continue corresponding.

Please don't forget to put in my subscription to *The National Cleaner* under my name addressed to me at the laundry.

Again many thanks for your letter. I am deeply touched at the loss of Art.

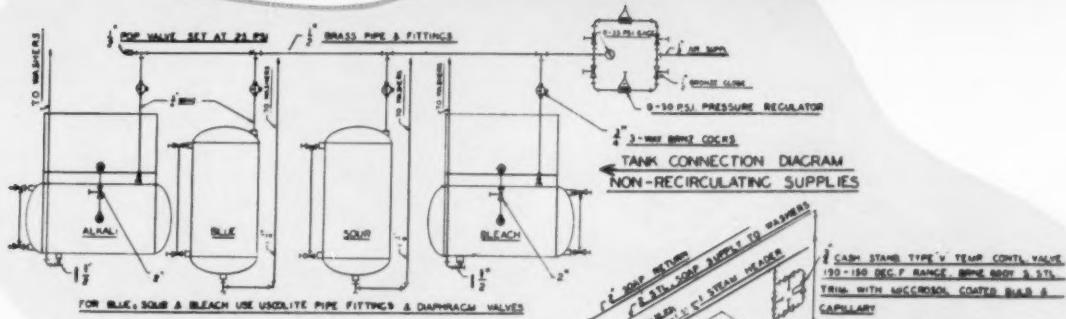
L. L. BEARDEN
Managing Director
The Sanitary Laundry Co., Ltd.
Barbados, West Indies

We've received many many letters expressing similar sentiments since the death of our friend, fellow editor and general manager, Art Schuelke, in a tragic air disaster. These tributes have been reprinted in the February issue of *The National Cleaner*.—EDITOR



AUTOMATIC CONTROLS

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ELLIS OPEN POCKET UNLOADING TYPE WASHER



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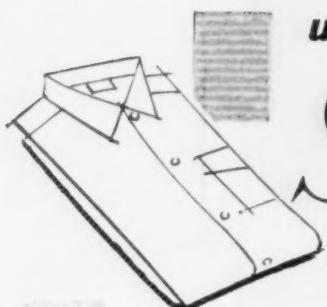
Mr. George W. Krieger, Pacific Coast factory representative of The Ellis Drier Co., 1786 N. Spring Street, Los Angeles 31, Calif.

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